SEASON'S GREETINGS! HAVE A BALL!

FROM THE GANG AT

MAD IND ®

No. 132 Jan. '70

OUR PRICE 35¢ CHEAP

ESTER KRAUSS

MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE WRITER: ARNIE KOGEN

NUMBER 132 JANUARY 1970

MAD

"A Diplomat is someone who can keep his shirt on while getting something off his chest!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,
CURTIS ANDERSON *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

AD INFANT ITEMS DEPARTMENT
Playthings Based On Television Commercials 26

BERATING THE RATINGS DEPARTMENT
"Condemner Reports" (Magazine Satire) 41

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Birthdays 20

BOMBING THE BAN-ERS DEPARTMENT
A MAD Look At Protest Demonstrations 16

DEGENERATION GAP DEPARTMENT
The Academy Awards Show We'd Like To See 9

DON MARTIN DEPARTMENT
On The Trail With A Zoologist 7

ELEPHANT JOKE DEPARTMENT
The High Diver 30

GIFT-RAPPING DEPARTMENT
The Month Before Christmas 31

GIVING DICKIE THE BIRD DEPARTMENT
Nixon's The One! 15

INSIDE-OUCH DEPARTMENT
A MAD Peek Behind The Scenes
At The Telephone Company 34

JOKE AND DAGGER DEPARTMENT
Spy vs. Spy 25,47

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT
Drawn-Out Dramas By Aragonés .....**

SPOOKING FROM PICTURES DEPARTMENT
Horrifying Clichés 38

YULE TIED DEPARTMENT
MAD's "Peace On Earth—
Good Will Towards All Men" Photos 4

**Various Places Around The Magazine

MAD—Jan., 1970, Vol. 1, No. 132 is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: in the U.S.A., 15 issues $5.00. Outside U.S.A., 15 issues $6.25. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1969 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

THE ACADEMY AWARDS SHOW WE'D LIKE TO SEE Pg. 9

A MAD LOOK AT PROTEST DEMONSTRATIONS Pg. 16

PLAYTHINGS BASED ON TELEVISION COMMERCIALS Pg. 26

THE MONTH BEFORE CHRISTMAS Pg. 31

BEHIND THE SCENES AT THE TELEPHONE COMPANY Pg. 34

"CONDEMNER REPORTS" (MAGAZINE SATIRE) Pg. 41

CON SOMEONE INTO GIVING YOU THIS COLLECTOR'S ITEM FOR CHRISTMAS!

HERE'S WHAT'S IN IT FOR YOU:

★ The best of 17 years of MAD's movie satires, TV show take-offs, ad parodies, covers, comics, and other memorable MAD articles and features.

★ 256 pages, including 64 in vivid full color.

★ 6 wild "Insert" gimmicks for MAD fun & games, including MAD Mischief Stickers, MAD Stencils, MAD Paperback Book Covers, The MAD Mobile, a 33 1/3 MAD Record, and The MAD Bumper Sticker.

★ An embossed hard cover and fancy dust jacket.

★ A cool savings of $9.95 out of your pocket—if you've got an indulgent relative or friend.

"THE RIDICULOUSLY EXPENSIVE MAD"

ON SALE NOW AT ALL BOOK STORES $9.95

Published by The World Publishing Company

If you missed our usual clever ad offering full color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, for which you mail in 25c for 1, 50c for 3, $1.00 for 9, $2.00 for 27 or, $4.00 for 81, to MAD, 485 MADison Avenue, New York, N.Y. 10022... there wasn't space to fit it in!

LETTERS DEPT.

This may come as a big shock to you, but MAD is published in six foreign language editions: Swedish, Danish, Dutch, German, Spanish and British! (In Britain, they translate MAD into English!) What? You don't believe it?! Well, here's proof: Read what fans in other countries think of MAD in this random sampling of Foreign Reader Mail!

Kære MAD
Det har hele tiden været mig der købte alle tre eksemplarer, og det også hver eneste måned. Nu er det sket, for fremtiden køber jeg kun 2 eksemplarer, der røg jeres Malorca rejse hva', det har i rigtigt godt af. Jeg har prøvet at klage til Ombudsmanden, men han tog ikke imod. Han havde nervesammenbrud. Over Overenskomstforhandlingerne? Næh, næ' og nok et nej! Nej han havde ikke fået April nummeret af MAD, for det var ikke udkommet til tiden. ! Nu er i sgu på'en, HA!

Venligst
Knudmand.

Werte MAD-Redaktion,
ich konnte es nie leiden, wenn die Leute morgens in der Straßenbahn meine Zeitung mitlasen. Also habe ich die Zeitung auf den Kopf gedreht. Meinten die Leute, ich wäre verrückt. Gestern kaufte ich MAD. Ich vergaß in der Straßenbahn, es herumzudrehen, weil es so interessant war. Die Nachbarn lasen mit. Nun meinten sie immer noch, ich wäre verrückt. Gibt es dafür eine Erklärung?

Walter Ernsting, Salzburg

Selbstverständlich! Immerhin haben Sie ja MAD gekauft! – Red.

Herr Redaktör!
Vissa källor har velat påskina att Stålmannen skulle vara Clark Kent. Detta är emellertid fel. Oss emellan är han Kalle Anka. Dessutom veta man (Säpo) att det är Du, herre Redaktör, som skriver insändarna. Varför?

Vämjeliga hälsningar
Erik Heurlin,
Göteborg

Zoals U kunt begrijpen is Uw blad MAD bij ons op „de R.K.Ob.P.O.H.-school voor meisjes van onbesproken gedrag" streng verboden. Toen wij dan ook laatst in de slaapzaal betrapt werden door zuster Triefellia moesten wij eerst allemaal onze handen en monden spoelen met een sterke trichloor oplossing en daarna drie uur lang met onze handen op ons hoofd blijven staan. U kunt zich wel voorstellen dat wij er danig de pee in hadden, temeer daar Uw blad door de zuster werd geconfiskeert en wij de hele rest van de nacht en hinderlijk gegiegel op de zusterkamer hoorden. Vindt U nou niet dat wij meer inspraak moeten krijgen in de toegestane lectuur mogelijkheden op onze school?

Caroline Bredevande Bout
Schinnekenswoud

Kære (undskyld je' må li'e ofre en times tid eller 1½ på MAD. Må je' li'e indkanonere et par sætninger. Nå. Men je' gør'et kraftstejlemig alligevel. Je' ville bare vide hva' klokken har sneget se' te' å blive. Mit ur er gået i stå, ser du. På forhånd ellers tak. Du ved vist nok heller ikke hva' klokken er slået siden du fortsætter me' å udgive det hakkelse. Je' tillader me' ved denne ret upassende lejlighed å give et forslag til næste nummer og sikkert sidste. Klip alle billederne ud og gem dem på et, for alle mellem henholdsvis 1 og 2 år og 54 og 55 år, let tilgængeligt sted. Oversæt teksten til kinesisk, det kræver kun en mindre ændring, og sidst og mindst: Fyr for h... den mand der laver tekst til alle de tekstløse serier. Han nasser på samfundet. Håber der er en masse stavefejl i. Hvi ikke du finder ud af teksten, så er der fuld returret. Jeg ska' nok gør'et værre så.
PS. NB OBS. BEMÆRK. SE HER. LIGE ET ØJEBLIK. DER ER MERE.
Hvad med at sætte prisen op til 76 kroner? — — — pr. side, altså.
Med væmmelse og gru.
Schloxyzoomfzkspquizy
Ridder af den vilde uorden.

Sehr geehrte Herren,
gerade habe ich Ihren Artikel in MAD Nr. 10 gelesen, der von einem guten Restaurant handelt. Ich habe mich sehr darüber gefreut, daß jemand den Mut hat, dieses hochaktuelle Thema aufzugreifen. Ich darf hinzufügen, daß ich selbst Chef eines solchen guten Restaurants bin. Darum kann ich auch sagen: Nicht so schüchtern! Sie waren noch viel zu milde! Die Wahrheit ist noch grauenhafter!

Erwin P.
(Adresse ist der Redaktion bekannt)

O'troligt enfaldige Månson!

Jag har i min hand en nyutkommen bok vid namn "MAD liksom . . ." Och på dess baksida har jag funnit ett avskyvärt matematiskt fel. Det står att boken innehåller 90 % material som inte stått i blaskan MAD. Som den snusk- och MAD-kännare man är vet man att avsnittet "Flickor av Bob Clark stått i MAD för flera år sen. Detta avsnitt är på 22 sidor och boken på 128. Enligt ekvationen $\frac{X \cdot 128}{100} = 22$ får man ett värde på 17,2 %, dvs boken innehåller endast 82,8 % nytt material. Om man dessutom drar bort bokens fem första sidor där det strängt taget inte står nånting kommer vi ner till den fruktansvärt låga siffran 80,1 %. Och inte alls 90 %. Förklara det om du kan, men slingra dig inte så där som du annars gör.

Ilsken skattebetalare,
Göteborg.

Stupide redaktie,
Heeft Alfred E. Neuman een tweelingbroer? Ik ben nl. iemand tegengekomen die sprekend op hem leek. Nadat omstanders mij weer op de been geholpen hadden, na mijn flauwte, heb ik geprobeerd een foto te maken van „Alfred", maar om de een of andere duistere reden stond mijn belichtingsmeter steeds op nul als ik in de richting van het ongure individu voor mij wees. Wat denkt U, was het een dubbelganger of Alfred zelf. Als het Alfred zelf was vond ik het kinderachtig van hem, dat hij alleen maar Italiaans wou spreken.

L. Lemmers
G. van Oostenstraat 14
Delft

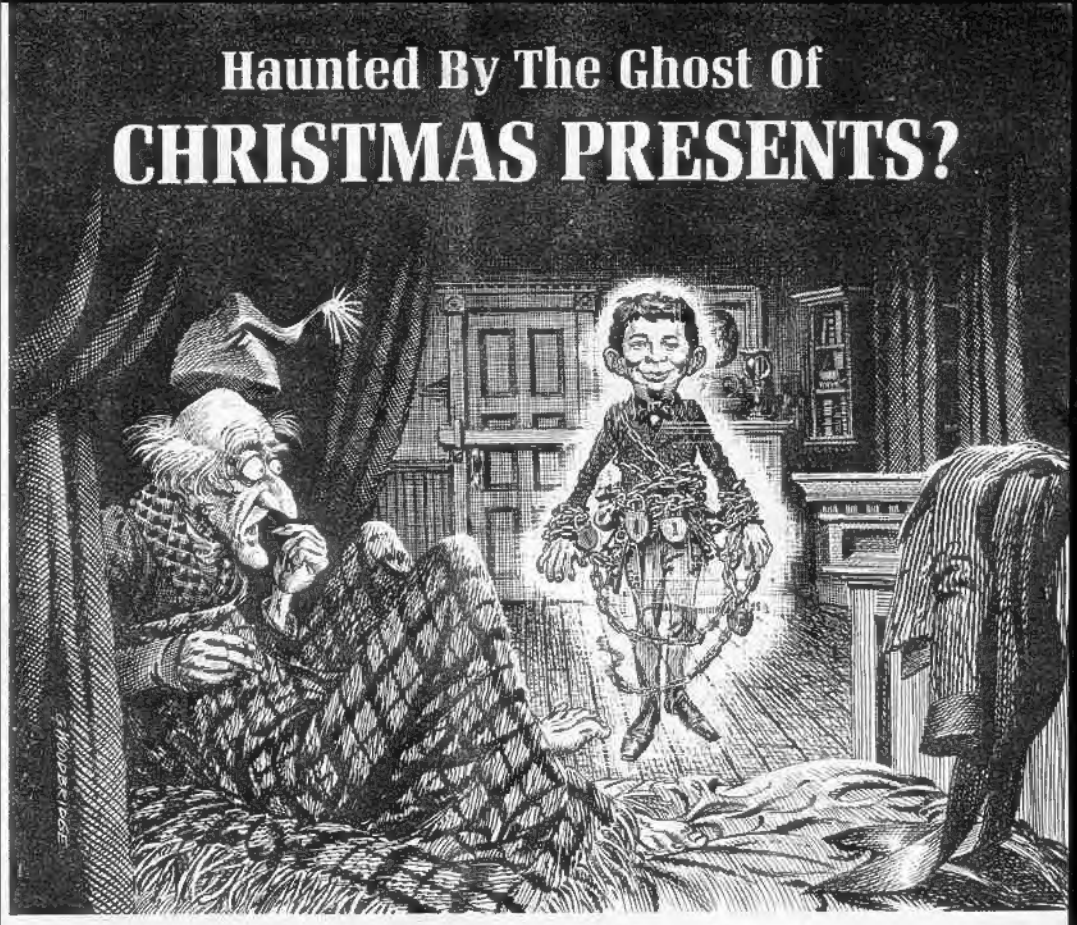
IMBECIEL HØRME!

I anledning af Mad's fordums munterhedsting, nemlig »Historiske protestknapper« måtte det måske være en hr. Hvemsomhelsts lod at gøre nogle få tilføjelser, såsom.

— Sven H. er ordblind.
— Tag Prebens farveblyanter fra ham.
— Det er joviale personer der stryger »sen endelsen fra navne.
— Aberne taler (:Nu kommer Mad hver måned!)
— Op med prisen (Mad har kostet det samme snart 1 år).

Med gammelmandsrøst
LICEBMI VLES.

Please address all correspondence
(In The *English* Language!) to:
MAD, Dept. 132, 485 MADison Avenue
New York, New York 10022



Lift Your Spirits By Giving...

GIFT SUBSCRIPTIONS TO

MAD

...and we'll send cheery "Christmas Gift Announcements" telling the lucky recipients who the Dickens to blame!

Use one or more coupons or duplicates

MAD
485 MADison Avenue
New York, N.Y. 10022

I ENCLOSE $5.00*

Please Send A 15 Issue Gift Subscription To:

*In Canada, $5.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, $6.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Please allow 10 weeks for your subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so . . . CHECK OR MONEY ORDER PREFERRED!

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

_____

Use one or more coupons or duplicates

MAD
485 MADison Avenue
New York, N.Y. 10022

I ENCLOSE $5.00*

Please Send A 15 Issue Gift Subscription To:

*In Canada, $5.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, $6.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Please allow 10 weeks for your subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so . . . CHECK OR MONEY ORDER PREFERRED!

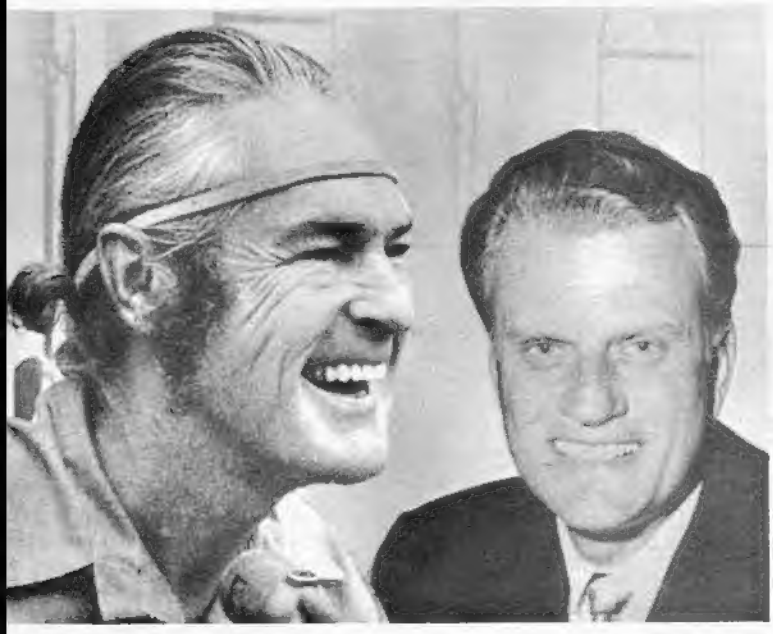
NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

_____

YULE TIED DEPT.

PEACE ON EARTH, WILL TOWARD AL



GOOD
L MEN!

CONCEIVED BY: MAX BRANDEL

A PORTFOLIO OF MAD "CHRISTMAS PHOTOS WE'D LIKE TO SEE"

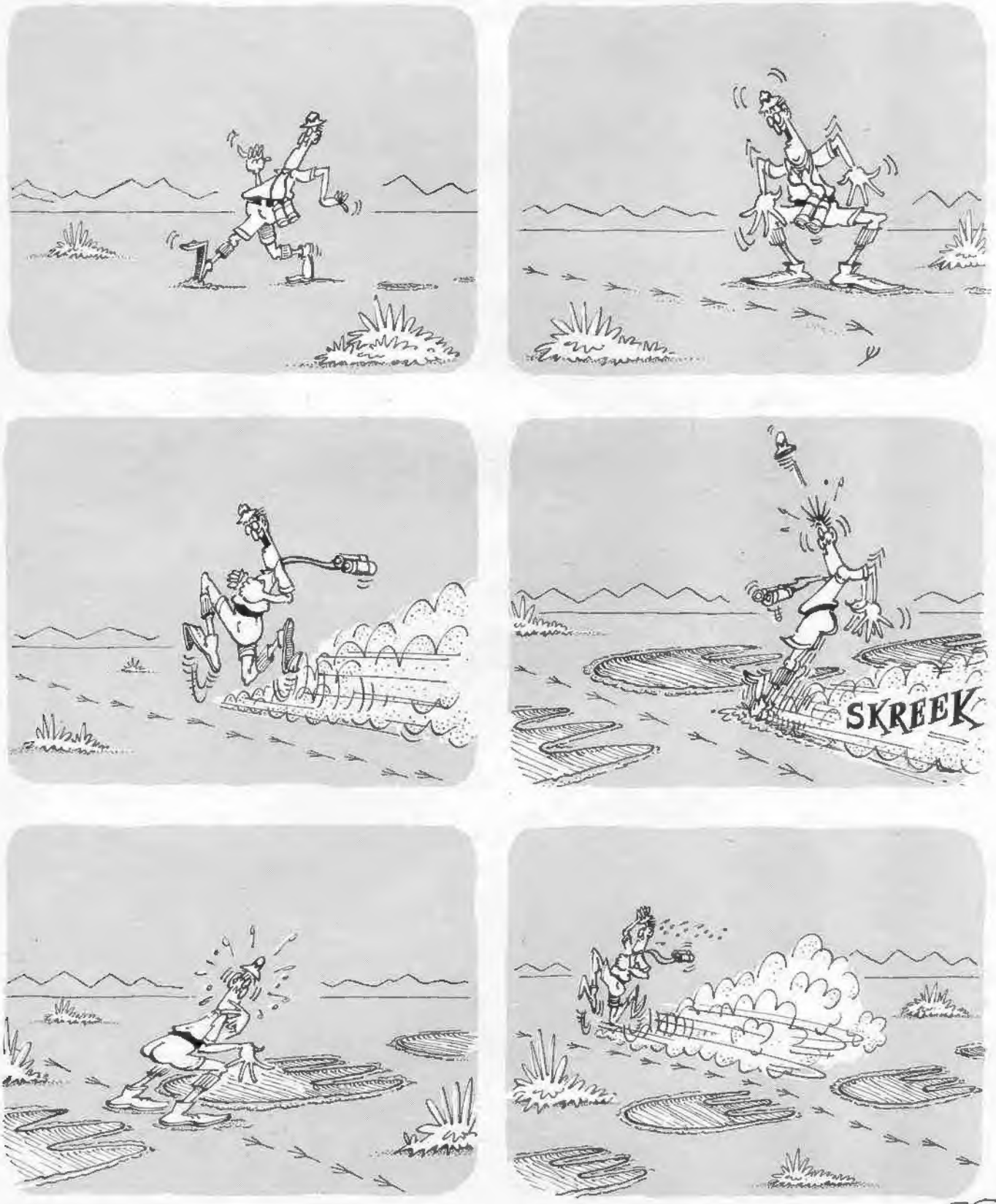
PHOTOS BY WIDE WORLD, U.P.I.

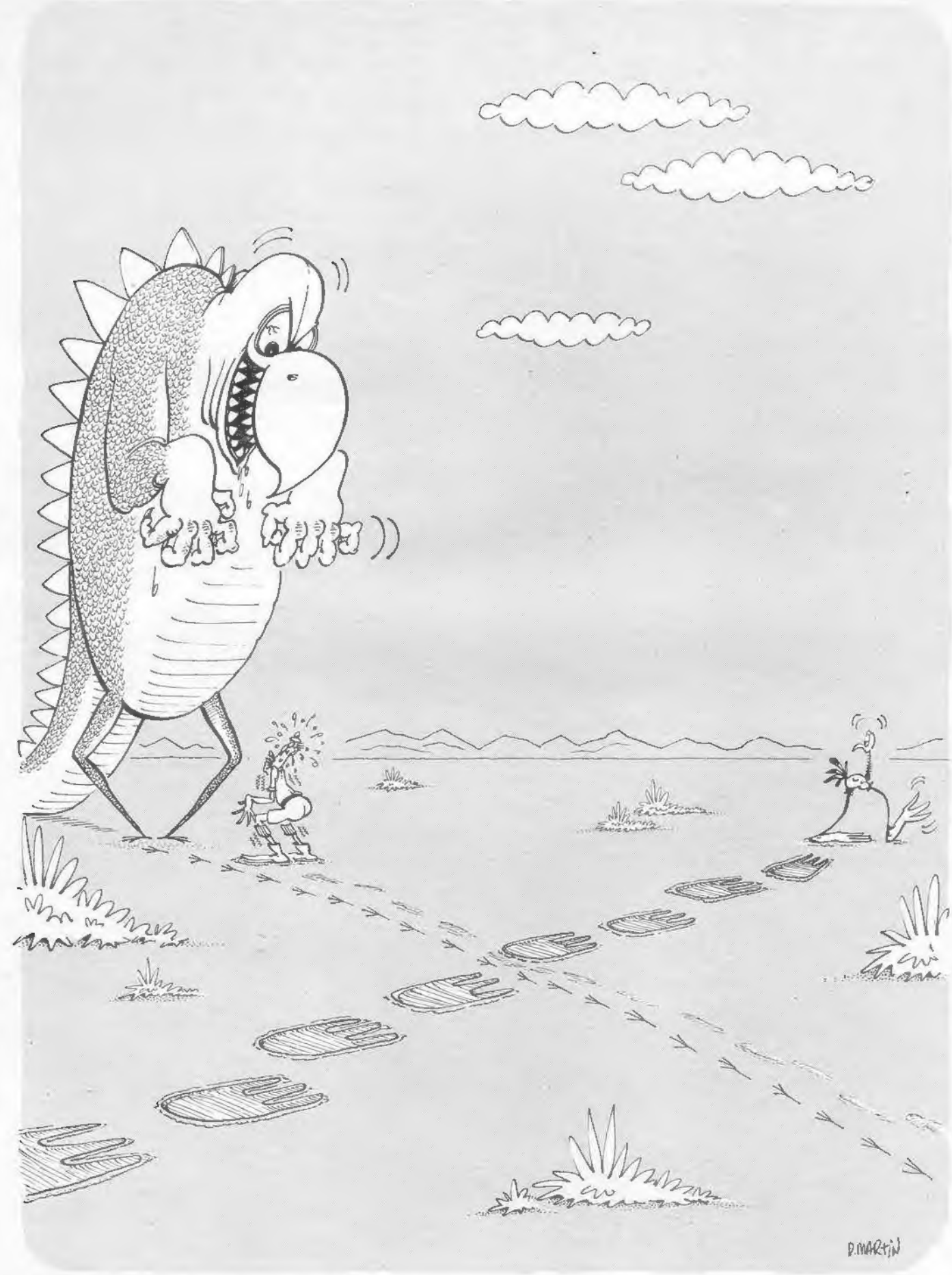
CBS
TELEVISION
NETWORK

PLAYBOY

DON MARTIN DEPT.

ON THE TRAIL WITH A ZOOLOGIST



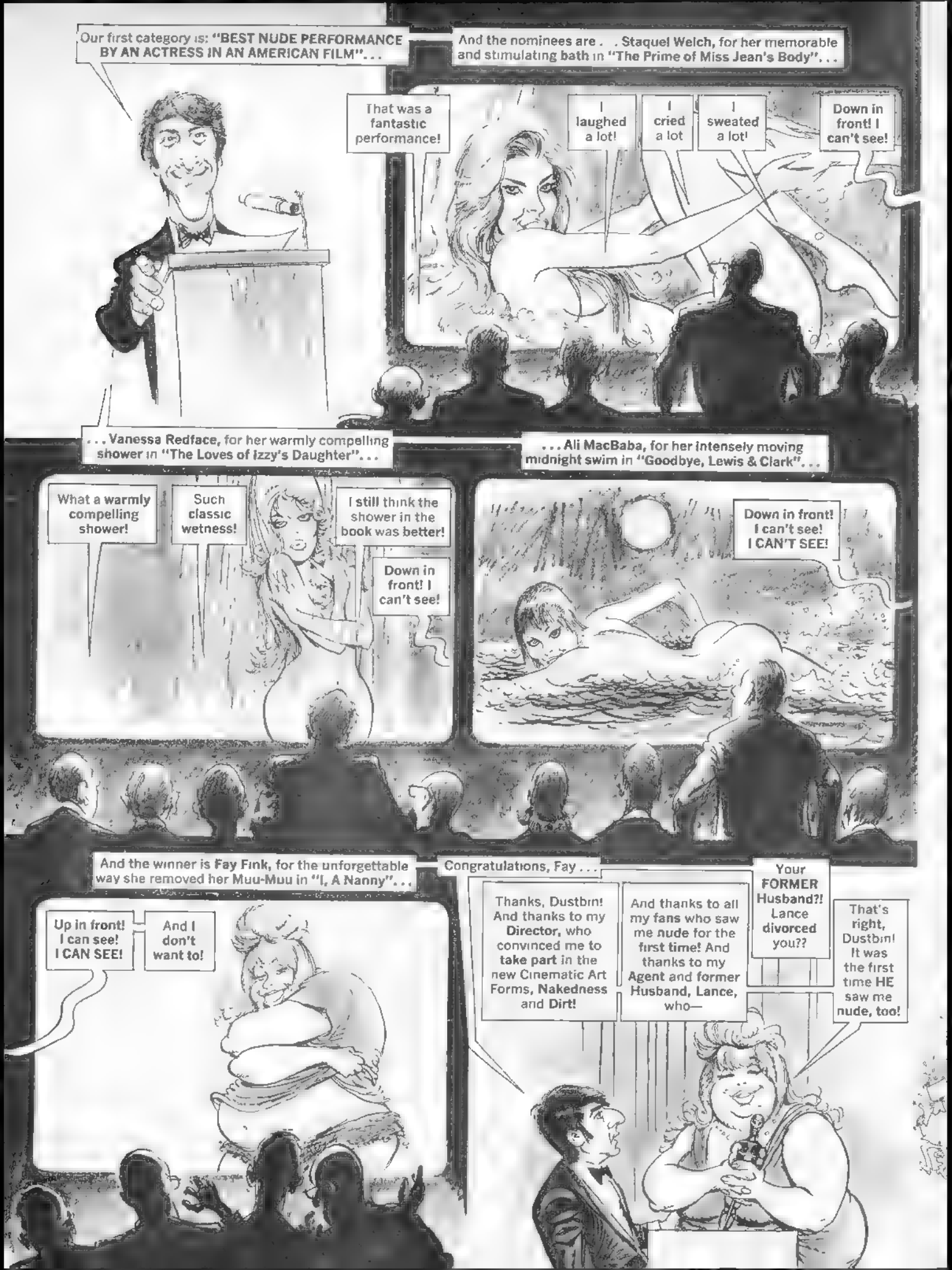

D. MARTIN

DEGENERATION GAP DEPT.

It will soon be "Academy Awards" time again, and you know what that means! Once again the Film Industry will be looking for a different way to stage the same old tired event in an effort to keep America from falling asleep. Well, we've got news for Hollywood! The problem is not *how* you stage the Academy Awards Show . . . it's *what* you give the "Awards" *for!* Since movies have changed so radically in the past few years, so should the categories! Who cares about "Best Cinematography—Black and White". . . or even "Best Picture"?! Why not recognize the really important elements in today's movies? To give you an idea of what we are talking about, here is

THE ACADEMY AWARDS SHOW WE'D LIKE TO SEE

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL


Our first category is: "BEST NUDE PERFORMANCE BY AN ACTRESS IN AN AMERICAN FILM"...
And the nominees are . . . Staquel Welch, for her memorable and stimulating bath in "The Prime of Miss Jean's Body"...
That was a fantastic performance!
I laughed a lot!
I cried a lot
I sweated a lot!
Down in front! I can't see!
...Vanessa Redface, for her warmly compelling shower in "The Loves of Izzy's Daughter"...
What a warmly compelling shower!
Such classic wetness!
I still think the shower in the book was better!
Down in front! I can't see!
...Ali MacBaba, for her intensely moving midnight swim in "Goodbye, Lewis & Clark"...
Down in front! I can't see! I CAN'T SEE!
And the winner is Fay Fink, for the unforgettable way she removed her Muu-Muu in "I, A Nanny"...
Up in front! I can see! I CAN SEE!
And I don't want to!
Congratulations, Fay . . .
Thanks, Dustbin! And thanks to my Director, who convinced me to take part in the new Cinematic Art Forms, Nakedness and Dirt!
And thanks to all my fans who saw me nude for the first time! And thanks to my Agent and former Husband, Lance, who—
Your FORMER Husband?! Lance divorced you??
That's right, Dustbin! It was the first time HE saw me nude, too!

The next category is for "BEST PERFORMANCE BY AN ACTOR AS A SEXUAL WEIRDO"! And the nominees are . . .
. . . Warren Beauty, for his unforgettable portrayal of the Sneaker Fetishist in "They Came To Rob Thom McKan's". . .
. . . Lee Melvin, for his memorable characterization of the Sensitive Sadist in "Hell In The Pacific Palisades". . .
. . . James Coldburn, for his inspired interpretation of the Compulsive Peeping Tom in "I Am Curious, But Yellow". . .
And the winner is Ralph Flern, for his great performance as the Interior Decorator in "God Save The Queens". . .
Sale
2 off
Congratulations, Ralph . . . and I must say you did a magnificent acting job!
Acting?? Who was ACTING!?

The next category is for **"BEST SCENIC DESIGN FOR A LOVE SCENE IN A CONTEMPORARY FILM"!** The nominees are . . .

. . . **Henry Fromm**, for the magnificent **trapeze** he created for those great erotic love scenes in **"The Swingers"**. . .

. . . **Peter Pizzaz**, for the fabulous **chandelier** he designed for the final love scene in **"Hold Me, Kiss Me, Kill me"**. . .

. . . **Sid Tweek**, for his fantastic reproduction of **Macy's window** for the orgy scene in **"New Miracle on 34th Street"**. . .

. and the winner is **Robert Grammis** for the memorable **bed** he designed for those exciting and stimulating love scenes in **"If It's Wednesday, You Must Be Mabel"**. . .

Boo! Who makes love in a **bed** in a modern movie!?

It's so phony!

It's so sick!

Mistake! Mistake! We demand a recount!!

Between you and me, Bob, what made you design something as old-fashioned as a **bed** for a love scene?

I did it for the **youngsters** of America, Dustbin!

You mean . . .?

That's **right!** Ours was the only **"Family Picture"** of the **year!**

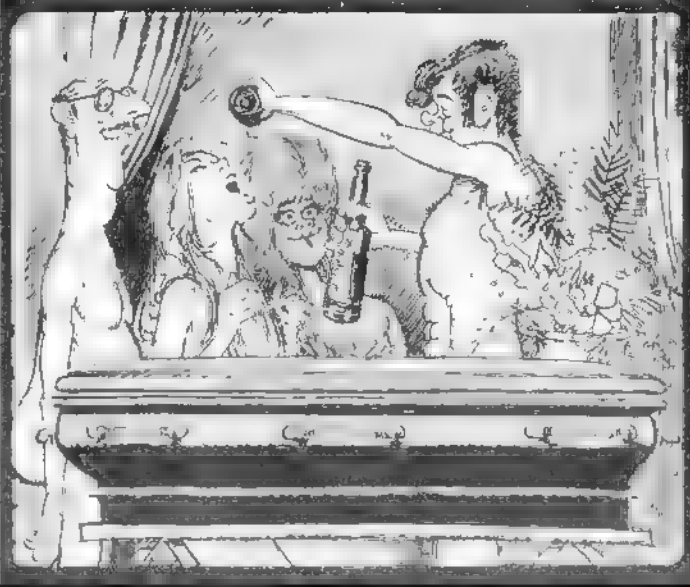
Every film must have **at least one "Sex Scene"** nowadays! Since a "Sex Scene" is not always easy to **fit in**, our next category is for **"BEST DIRECTOR OF A SEX SCENE THAT WAS CREATED OUT OF NOWHERE"!** The nominees are.

Kenneth Printz, for the imaginative **"Sex-While-Swimming"** scene he created for the film **"Nanook And Olga"**, which starred those **two late greats, Sandy Dent** and **Gary Farbel**, both of whom, unfortunately, succumbed to **pneumonia . . .**

. . . Arnold Fleber, for the way he introduced a **"Sex Scene"** from out of nowhere during a **debate** in the **United Nations General Assembly**, in the picture, **"Ivan and Shirley"**. . .

. . . Mario Puccini, for his highly-sensitive **"Sex Scene"** when **Columbus** calls on **Queen Isabella** in **"Chris and Issy"**. . .

And the winner is **Jacques LaStropp**, for his exciting **"Sex-At-The-Funeral"** scene in **"The Killing of George's Sister"**. . .

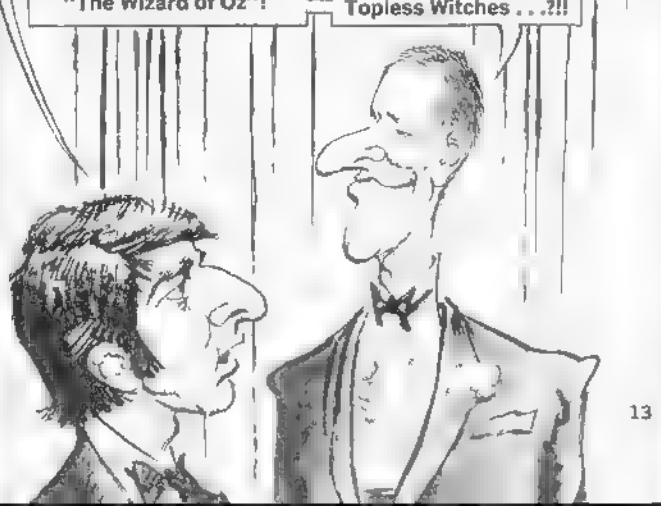


Congratulations, Jacques! I hear you're working on a **new** film!

That's right, Dustbin! It's going to be a **re-make** of **"The Wizard of Oz"!**

A RE-MAKE?! But the original is still doing **fantastically . . .** and it seems to have **EVERYTHING!**

Topless Witches . . .?!!



And now, before we conclude, one final award—**"The Irving R. Hotchkiss Award For A Special Contribution to the Motion Picture Industry"!** This year's award goes to **Dan Fleegle**, the man who created the **"Rating System"** which governs American movies! Mr. Fleegle, I wonder if you would explain how the Rating System **works . . .**

I'd be **happy** to, Dustbin! The **idea** of the Rating System is to **protect our young people**, and **ALSO** to protect our **Movie-Makers!**

Here's how it works: A **"G" Rating** means the film is recommended for **everyone**, regardless of age. An **"M" Rating** means it's for **Mature Audiences—Parental Discretion Advised!** An **"R" Rating** means the film is **restricted**, and **no one under 16** will **be admitted** unless **accompanied** by an **Adult Guardian!**

Well, what do you **mean** by an **adult guardian?**

Let's say, a **friend** who is **17!**

And then there's the **"X" Rating!** With an **"X" Rating, no one under 16** will be admitted into the theater **for any reason!**

So the idea is to **avoid** an "X" Rating at **any cost!**

No, the idea is to **GET** an "X" Rating at any cost! Have you seen how people line up, waiting to **see** an "X" rated picture? They make a **fortune!**

Then . . . in other words . . .

Right! **That's** how we protect our **Movie-Makers!!**

I'd just like to add **one thing:** Motion Pictures bring **pleasure** to people . . . nothing more or less! Their mission, purely and simply, is to **entertain!** We **do not** feel that motion pictures can **influence** people in any strange ways, or make them **act** in strange ways, or make them **do strange things!**

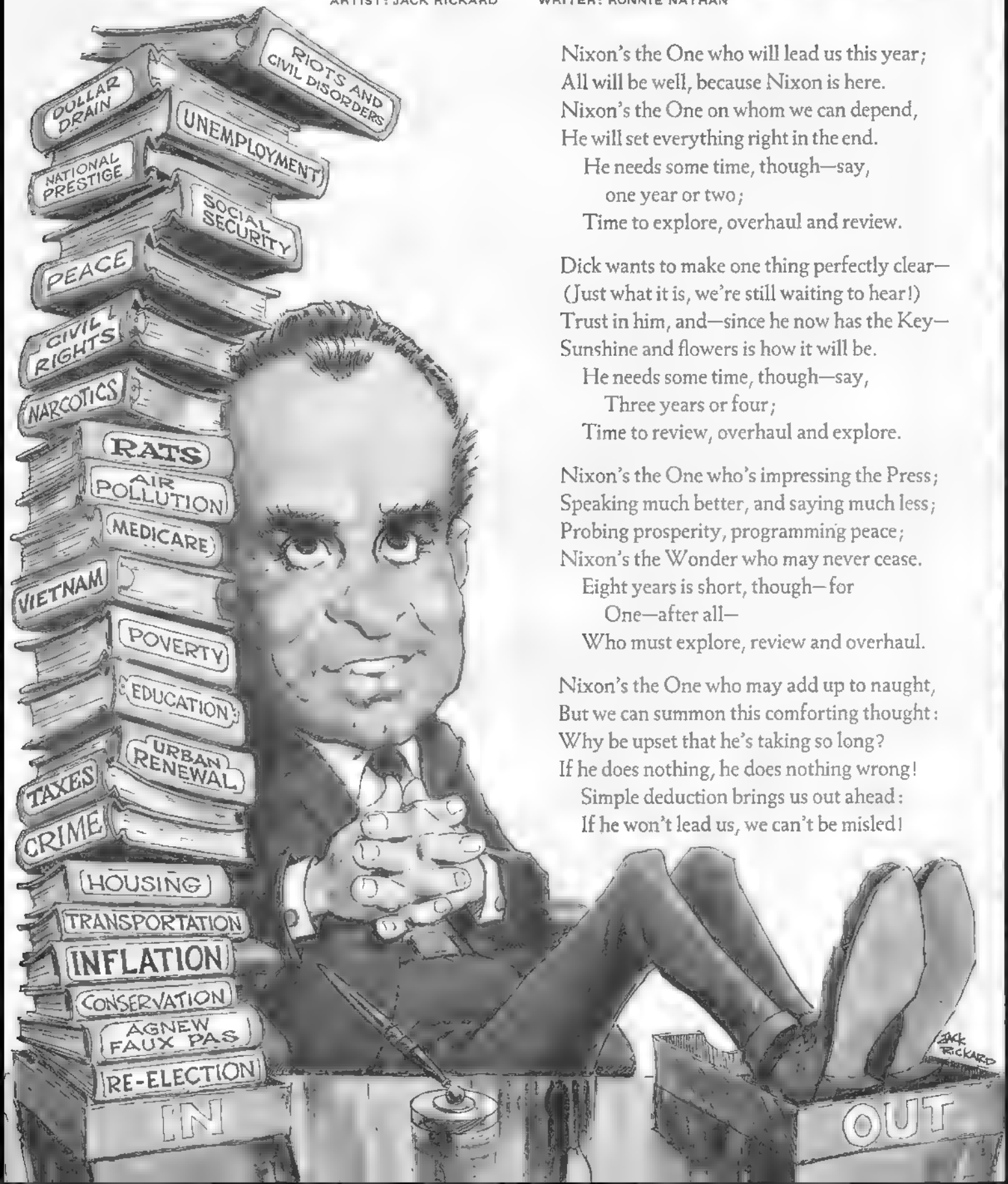
Thank you, Mr. Fleegle! And now, on behalf of **"The Motion Picture Academy"**, this is **Dustbin Hoffman** saying . . . **"Good Night from Hollywood"!!**

EXIT

GIVING DICKIE THE BIRD DEPT.

NIXON'S THE ONE

ARTIST: JACK RICKARD WRITER: RONNIE NATHAN



Nixon's the One who will lead us this year;
All will be well, because Nixon is here.
Nixon's the One on whom we can depend,
He will set everything right in the end.
He needs some time, though—say,
one year or two;
Time to explore, overhaul and review.

Dick wants to make one thing perfectly clear—
(Just what it is, we're still waiting to hear!)
Trust in him, and—since he now has the Key—
Sunshine and flowers is how it will be.
He needs some time, though—say,
Three years or four;
Time to review, overhaul and explore.

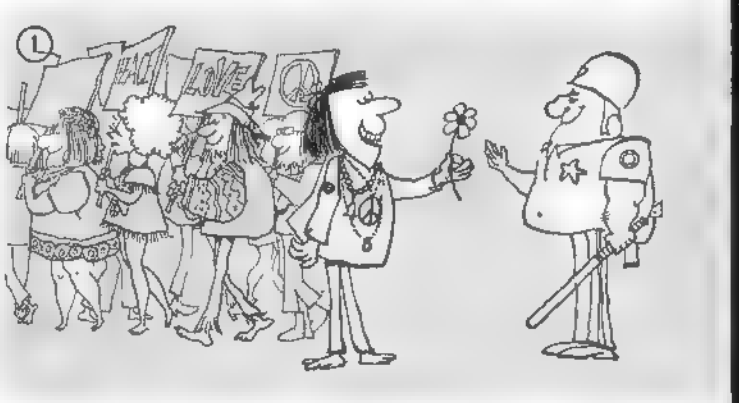
Nixon's the One who's impressing the Press;
Speaking much better, and saying much less;
Probing prosperity, programming peace;
Nixon's the Wonder who may never cease.
Eight years is short, though—for
One—after all—
Who must explore, review and overhaul.

Nixon's the One who may add up to naught,
But we can summon this comforting thought:
Why be upset that he's taking so long?
If he does nothing, he does nothing wrong!
Simple deduction brings us out ahead:
If he won't lead us, we can't be misled!

BOMBING THE BAN-ERS DEPT.

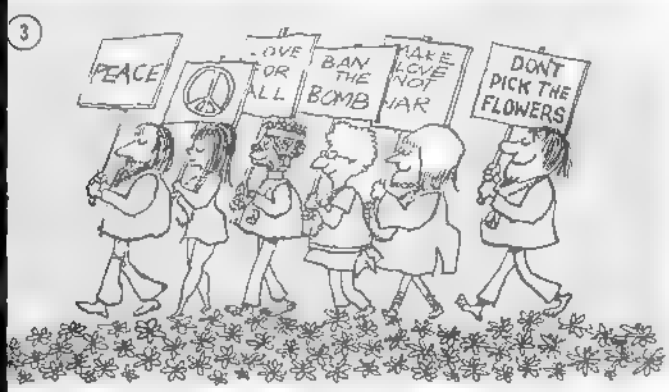
SERGIO ARAGONES TAKES A MAD LOOK AT...

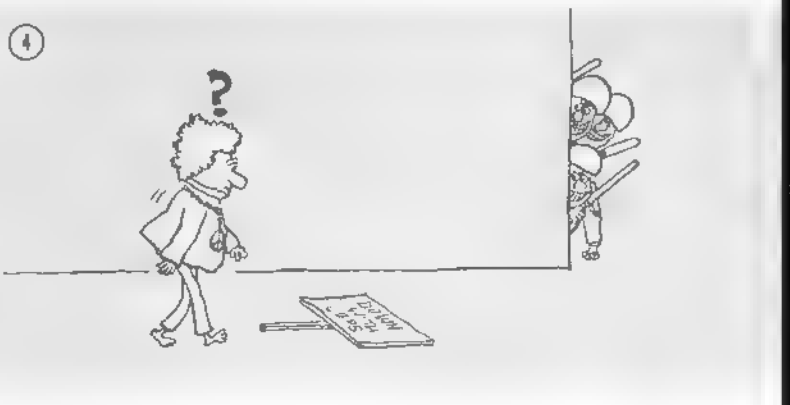
PROTEST

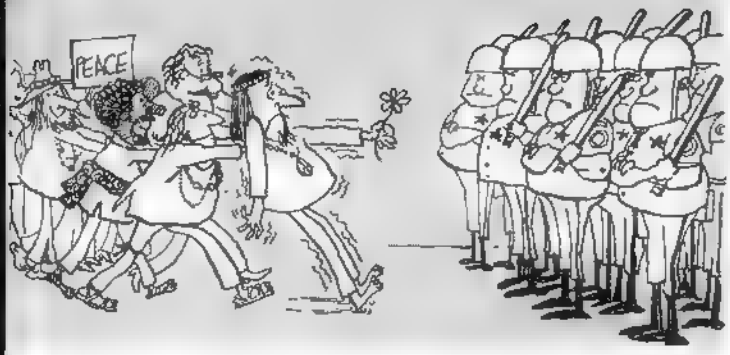


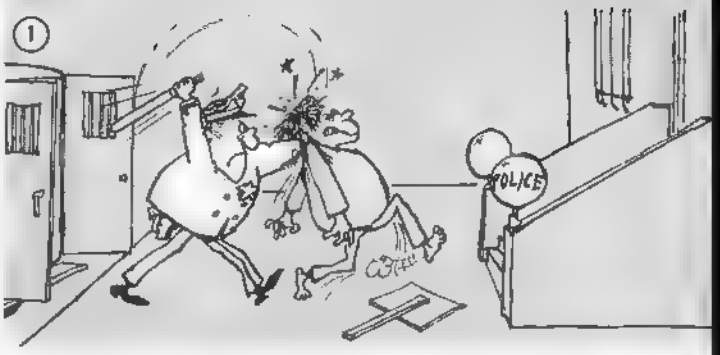
DEMONSTRATIONS

ARTIST & WRITER: SERGIO ARAGONES






PEACE


1
POLICE

MORE PLAY TIME
CAT

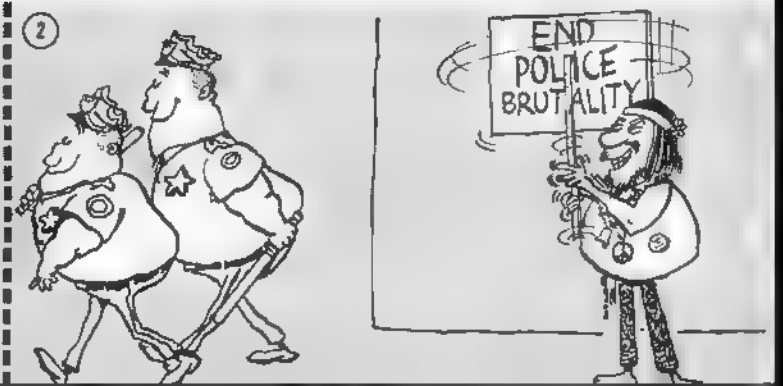
TELEPHONE
DOWN WITH HUGE MONOPOLY CORPORATIONS

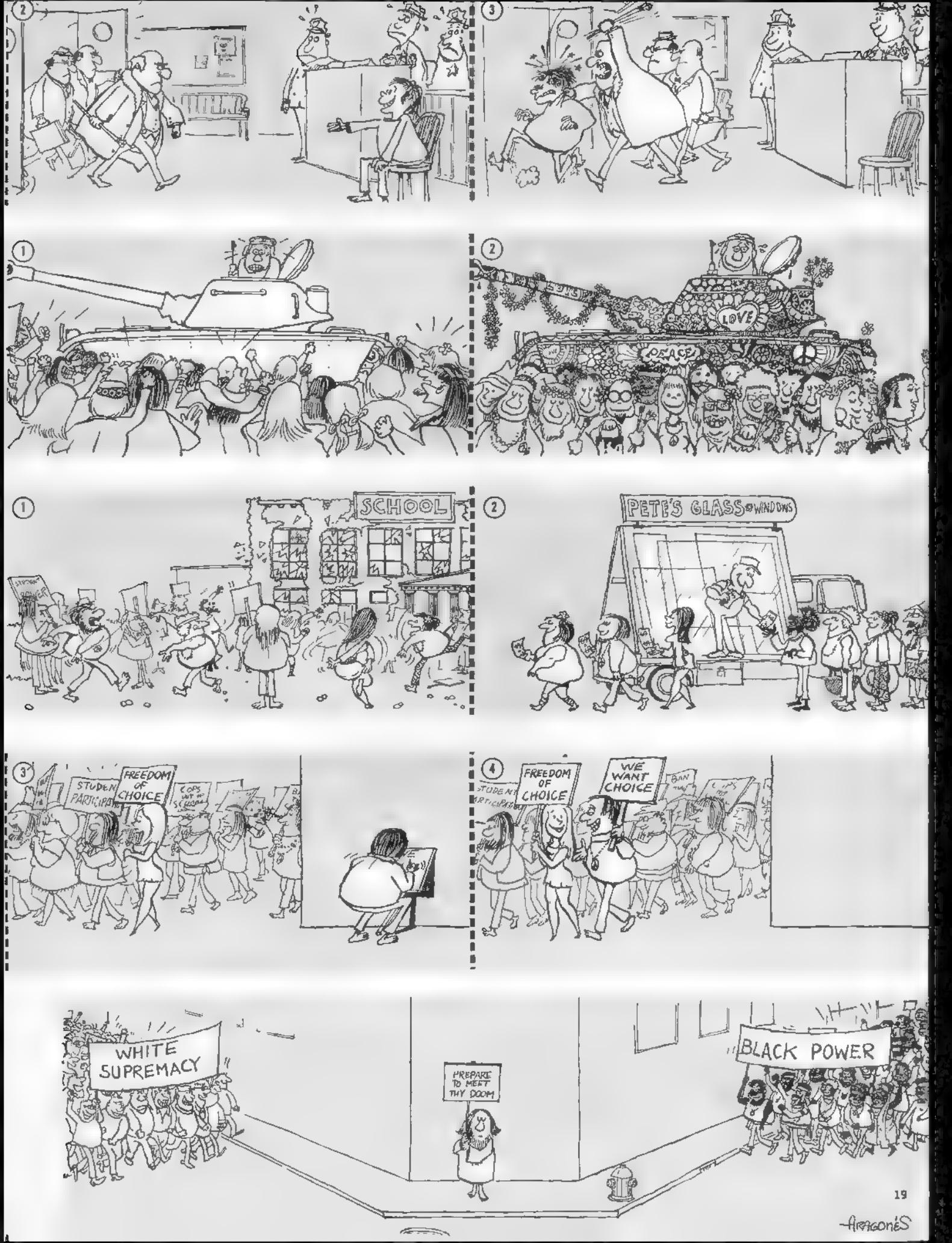
KILL THE FUZZ

1
COPS OUT OF SCHOOLS
TUITION FREE
STUDENT PARTI-PATION
LET STUDENTS DO THE
INTEGRATION IN SCHOOL
PEACE

2
STUDENT POWER
BLACK HISTORY COURSE
NEVER LET THE
STUDENT
FREEDOM OF CHOICE
PEACE

1
SUPPORT YOUR LOCAL POLICE


2
END POLICE BRUTALITY

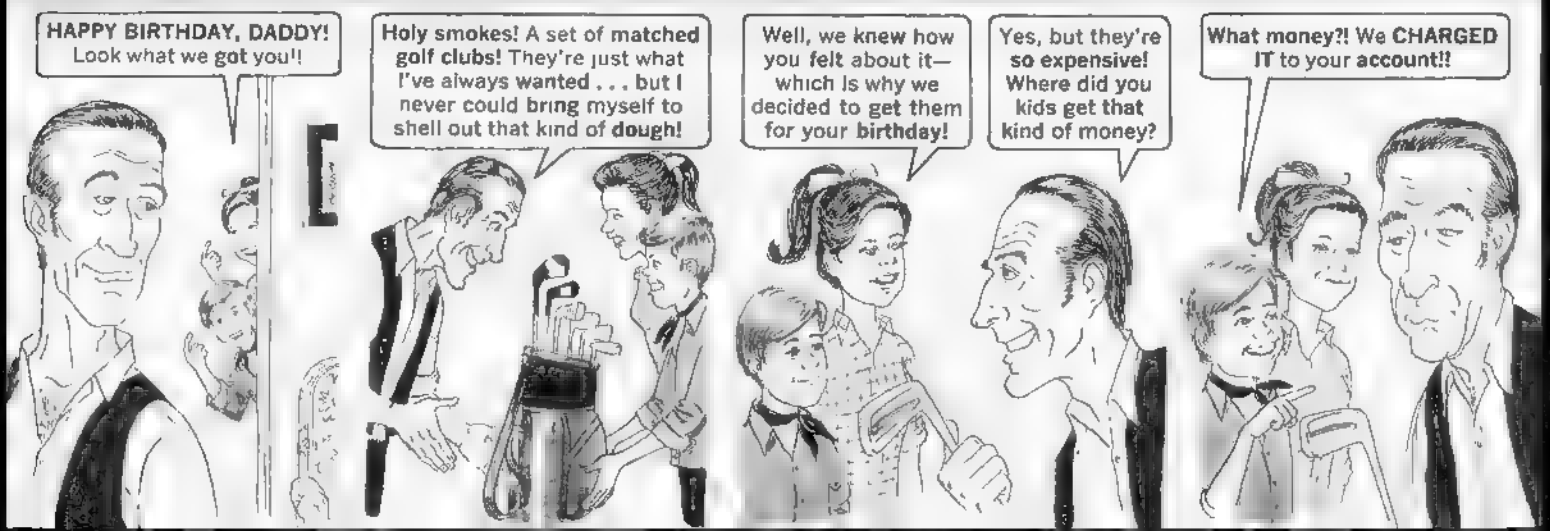

2
3
1
2
LOVE
PEACE
1
SCHOOL
2
PETE'S GLASS WINDOWS
3
FREEDOM OF CHOICE
4
FREEDOM OF CHOICE
WE WANT CHOICE
WHITE SUPREMACY
PREPARE TO MEET THY DOOM
BLACK POWER
ARAGONÉS

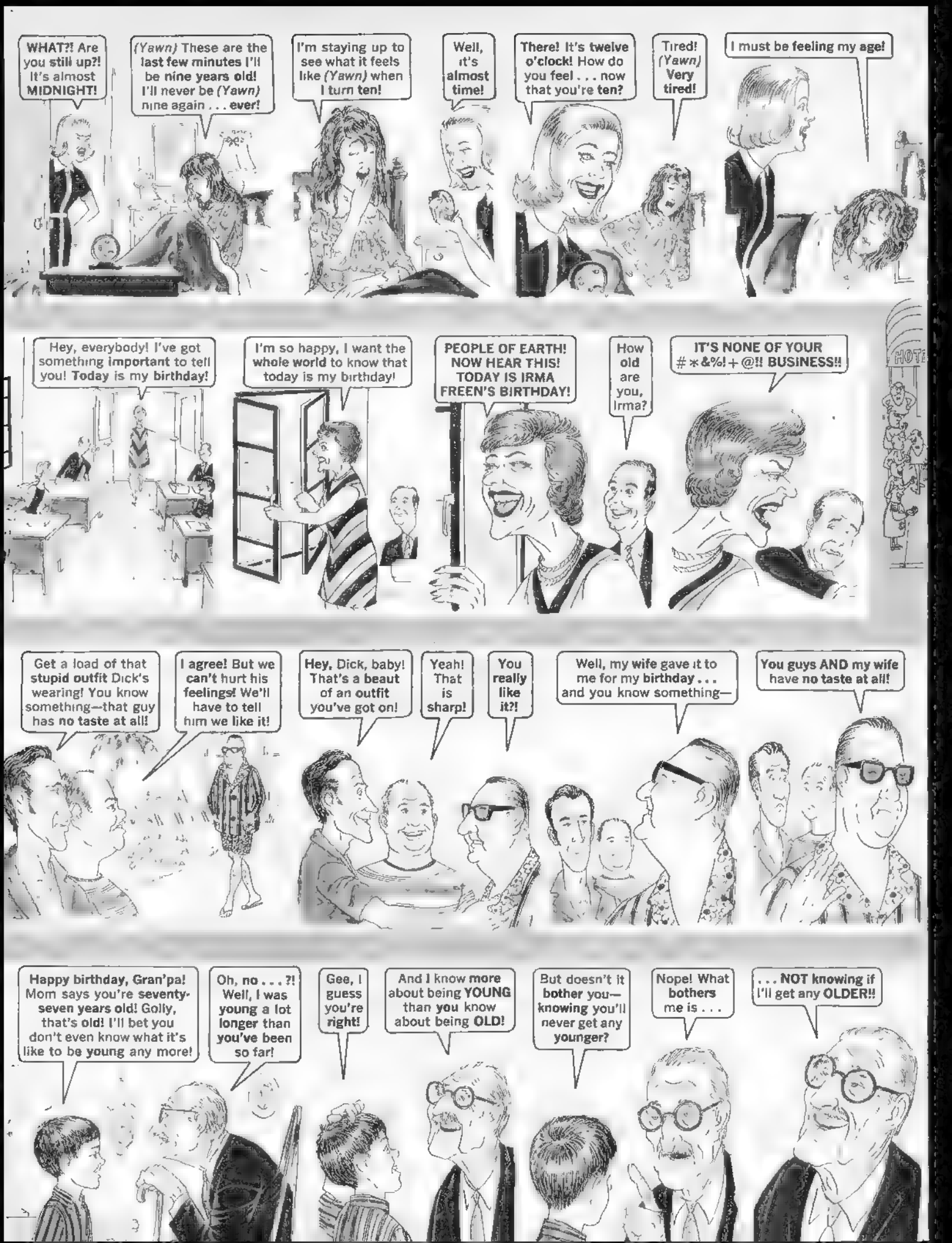
BERG'S-EYE VIEW DEPT.

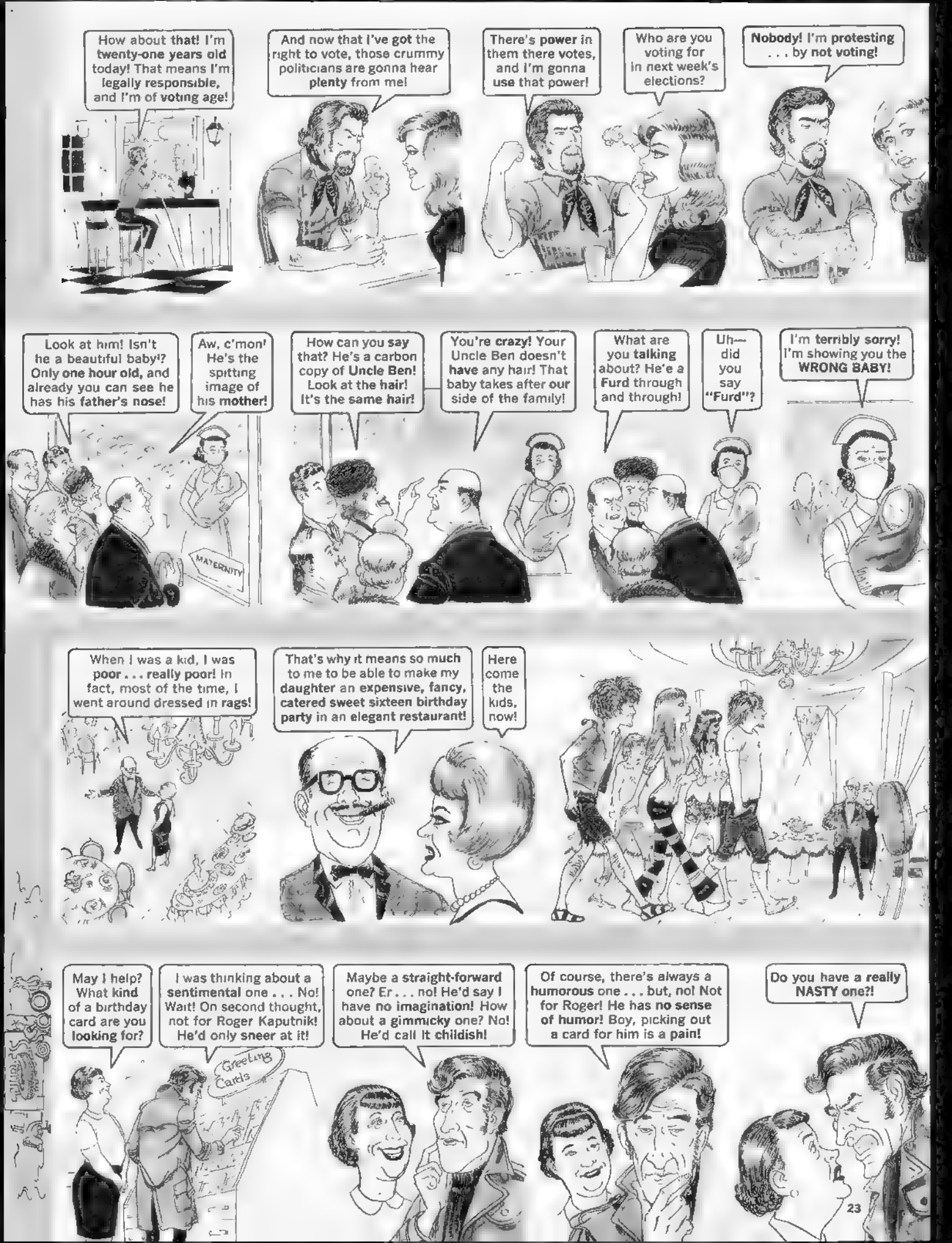
THE LIGHTER SIDE OF... BIRT

HDAYS

WRITER & ARTIST: DAVID BERG

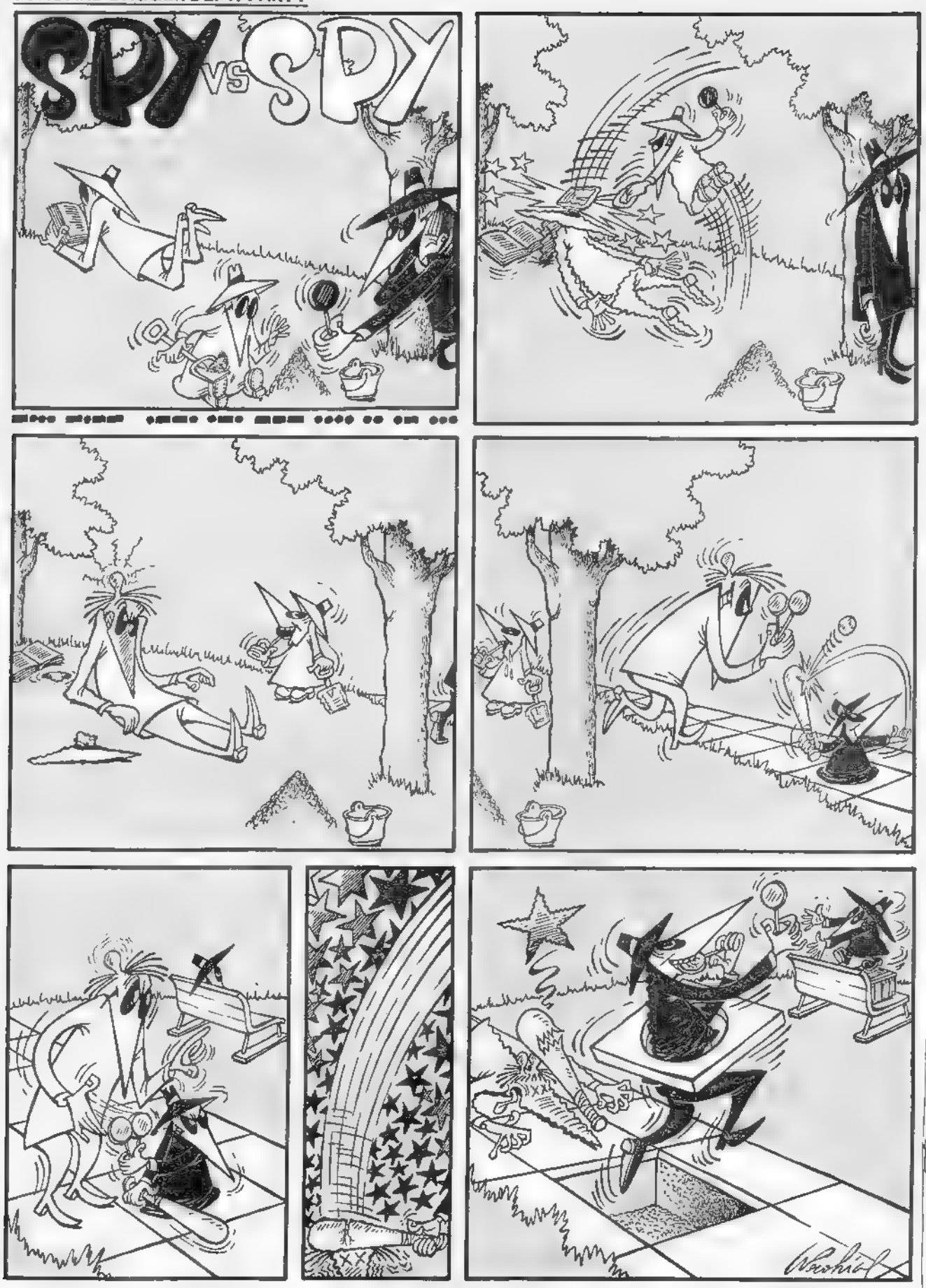



WHAT?! Are you still up?! It's almost MIDNIGHT!
(Yawn) These are the last few minutes I'll be nine years old! I'll never be (Yawn) nine again . . . ever!
I'm staying up to see what it feels like (Yawn) when I turn ten!
Well, it's almost time!
There! It's twelve o'clock! How do you feel . . . now that you're ten?
Tired! (Yawn) Very tired!
I must be feeling my age!
Hey, everybody! I've got something important to tell you! Today is my birthday!
I'm so happy, I want the whole world to know that today is my birthday!
PEOPLE OF EARTH! NOW HEAR THIS! TODAY IS IRMA FREEN'S BIRTHDAY!
How old are you, Irma?
IT'S NONE OF YOUR #*&%!+@!! BUSINESS!!
Get a load of that stupid outfit Dick's wearing! You know something—that guy has no taste at all!
I agree! But we can't hurt his feelings! We'll have to tell him we like it!
Hey, Dick, baby! That's a beaut of an outfit you've got on!
Yeah! That is sharp!
You really like it?!
Well, my wife gave it to me for my birthday . . . and you know something—
You guys AND my wife have no taste at all!
Happy birthday, Gran'pa! Mom says you're seventy-seven years old! Golly, that's old! I'll bet you don't even know what it's like to be young any more!
Oh, no . . . ?! Well, I was young a lot longer than you've been so far!
Gee, I guess you're right!
And I know more about being YOUNG than you know about being OLD!
But doesn't it bother you—knowing you'll never get any younger?
Nope! What bothers me is . . .
. . . NOT knowing if I'll get any OLDER!!


How about that! I'm twenty-one years old today! That means I'm legally responsible, and I'm of voting age!
And now that I've got the right to vote, those crummy politicians are gonna hear plenty from me!
There's power in them there votes, and I'm gonna use that power!
Who are you voting for in next week's elections?
Nobody! I'm protesting . . . by not voting!
Look at him! Isn't he a beautiful baby!? Only one hour old, and already you can see he has his father's nose!
Aw, c'mon! He's the spitting image of his mother!
MATERNITY
How can you say that? He's a carbon copy of Uncle Ben! Look at the hair! It's the same hair!
You're crazy! Your Uncle Ben doesn't have any hair! That baby takes after our side of the family!
What are you talking about? He'e a Furd through and through!
Uh— did you say "Furd"?
I'm terribly sorry! I'm showing you the WRONG BABY!
When I was a kid, I was poor . . . really poor! In fact, most of the time, I went around dressed in rags!
That's why it means so much to me to be able to make my daughter an expensive, fancy, catered sweet sixteen birthday party in an elegant restaurant!
Here come the kids, now!
May I help? What kind of a birthday card are you looking for?
I was thinking about a sentimental one . . . No! Wait! On second thought, not for Roger Kaputnik! He'd only sneer at it!
Greeting Cards
Maybe a straight-forward one? Er . . . no! He'd say I have no imagination! How about a gimmicky one? No! He'd call it childish!
Of course, there's always a humorous one . . . but, no! Not for Roger! He has no sense of humor! Boy, picking out a card for him is a pain!
Do you have a really NASTY one?!

Happy birthday, Dad! And here's a birthday gift from me to you—
Thank you, Son!
I might have guessed! After-Shave Lotion! He gets me the same thing every year!
It's a very practical gift!
What's so practical about it?! I don't even USE After-Shave Lotion!!
Yes . . . but HE does!!!
In the last few years, I've noticed that I get depressed around the time of my birthday! At first, it started just a few days before my birthday . . . but now it's a few weeks before!
That happens to most adults!
I guess it's because I feel old age creeping up on me, and I still haven't achieved the goals I set for myself in my youth!
It happens to me, too!
Really?! How long before YOUR birthday does that depression period begin for you?
About a YEAR before!
. . . and what would you like Santa to bring you, little boy?
A brand new sled, and a brand new bike, and a brand new wagon . . .
Visit Santa
. . . and a brand new BIRTHDAY!!
Huh? I—I never heard that request before! What's wrong with the birthday you've got?
PRESENT-wise, I don't do so good on that particular date!
Oh?! And when IS your birthday?
CHRISTMAS!!
HAPPY BIRTHDAY TO YOU! HAPPY BIRTHDAY TO YOU! HAPPY BIRTHDAY, DEAR MONROE, HAPPY BIRTHDAY TO YOU!
PLAYBOY
David Berg
Gee! I'm . . . I'm really touched! How'd you know it was my birthday?
I'm your MOTHER, stupid!!

JOKE AND DAGGER DEPT. PART I

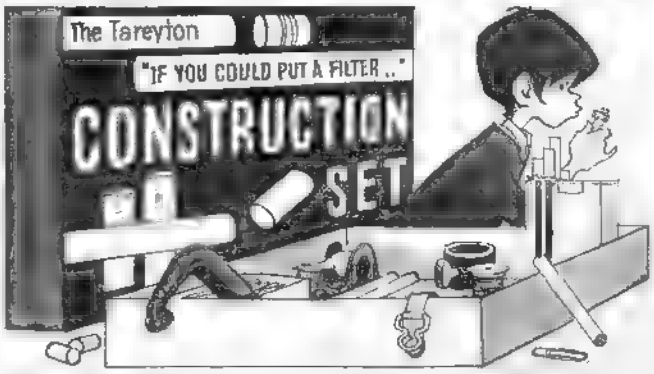


AD INFANT ITEMS DEPT.

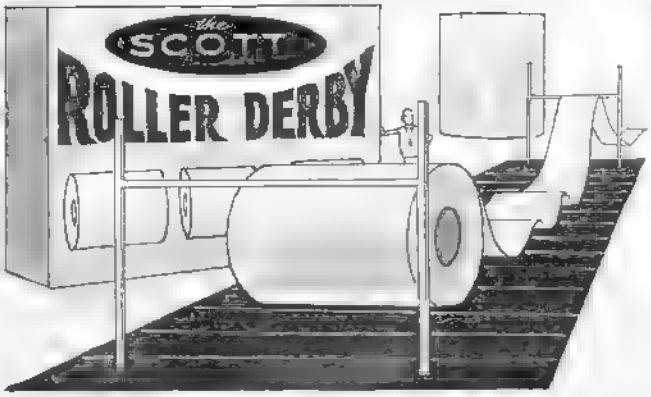
Today, when a child gets on his mother's nerves, she turns him over to her "Electronic Baby Sitter" . . . the Television set. The child is then fed . . . not the soothing and loving words he craves, but the incessant sales pitches of endless Television Commercials. It's no wonder that the child grows

PLAYTHI
BASED ON TV COMM

TOYS AND GAMES



A well-designed construction toy for youngsters who like to do things with their hands. Object is to put a *Tareyton Filter* on "Your Own Cigarette". Comes complete with carton of "Your Own Cigarettes", 100 "Tareyton Filters", zippers, paper clips, safety pins, scotch tape, and an assortment of other fasteners. Helps develop manual dexterity. **$3.95**



Children will thrill to the fast action and excitement of unrolling rolls of toilet paper. Just the things for those days when a youngster is home sick . . . especially if he's got the runs. Comes complete with rolls of paper, a huge stadium-sized playing board, and instructions. **$4.95**

A transparent plastic stomach, together with an assortment of products that enables a child to conduct many exciting experiments, like: Which works faster, *Aspirin* or *Bufferin?* Or which helps relieve excess acidity better, *Pepto Bismol* or *Rolaids?* Or which is milder, *Milk of Magnesia* or *Ex-Lax?* Or which is more sickening, a *30-second TV Commercial* or a *Full-Minute TV Commercial?* Comes complete with stomach, drugs, sample TV Commercials and movie projector. **$21.00**

All the excitement of the famous *Shell Gasoline Mileage Test* is captured in this authentic slot-car roadway game which features miniature automobiles with real gasoline engines. True-to-life realism is attained as car without "Platformate" suddenly runs out of gas and stops, while car with "Platformate" continues on around track. Comes complete with colorful track layout, two cars, and supply of Shell Gasoline *with* and *without* "Platformate". **$24.95**

up with a distorted view of the world around him! But what is amazing *is* that we haven't seen the Toy Manufacturers capitalize on this phenomenon with—

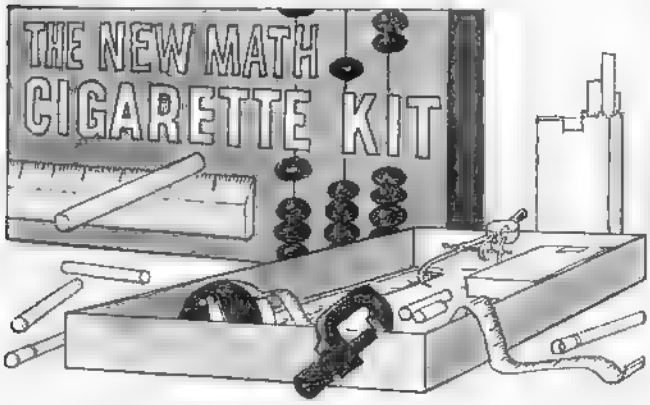
NGS ERCIALS

ARTIST: BOB CLARKE WRITER: LOU SILVERSTONE

FOR THE TV AD INDOCTRINATED CHILD

Gooky fun for the entire family as players attempt to hold on to a screwdriver smeared with *STP motor oil.* Comes with four colorful screwdrivers and a can of STP oil. **$2.98**

Object of game is to match problems with proper products. For example, a "Headache" is solved by a *Bayer Aspirin*, a "Clogged Sink" is solved by *Drano*, "Rust Stains" by *Axion*, "Tension" by *Compōz*, "Heartburn" by *Alka-Seltzer*, "Tired Blood" by *Geritol*, and so forth. Child learns to use the correct product to fill the specific problem. Child also learns that it pays to advertise incessantly. **$5.95**

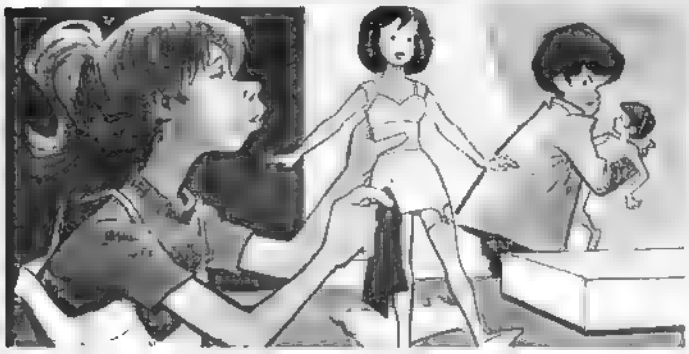


This instructional game develops the concept of cigarette sizes and their relationships to each other by allowing the child to manipulate, examine, and compare them. Comes complete with colorful magnetized-game board, 25 various sized cigarettes including "Kings", "Queens", "Regulars", "Filter Kings", "Filter Queens", "Filter Regulars", etc. And, for an introduction to the study of fractions, there is an assortment of cigarette butts included. **$4.50**

The famous "History of Television Advertising" game that helps the child learn about his American heritage in the "Pre-Color TV Ad Era", 100 Plastic Figures, realistically reproduced in black-and-white, allows him to recreate the thrilling commercials of yesteryear. Includes such greats as "Harry and Bert Piel", "Speedy Alka-Seltzer", "Manners, The Butler", "The Old Gold Dancing Pack", "The Double-Mint Twins", "Josephine, The Plumber", "The Ajax White Knight", "Mr. Clean" and Ed Reimers holding a little house. **$9.95**

DOLLS FOR THE TV AD INDOCTRINATED CHILD

DIANE DRESSUP



The darling little girl doll that teaches children how to dress themselves. Comes complete with wardrobe of "Living Bras", "Playtex Girdles", "Supp-Hose Stockings", "Haines Undies", "Mr. Pants Elephant Bells", "Naturalizer Shoes" and more. Doll is also available in *Irving Dressup* model for today's wonderful world of "Drag". **$20.00**

SUSAN SOMINAC

The doll with insomnia! Her eyes simply will not close without a dose of a famous sleep inducing product. The little doll mother will just love to give her "Sominex" or "Nytol" and watch her sleep, sleep, sleep. Comes complete with big black circles under her eyes, pajamas, maple bed, and supply of sleep products. (Suzy is also available in a "Token Negro" model with big *white* circles under her eyes.) Specify model. **$3.75**

BAILEY SLUGGISH

A cuddly, lovable doll that the little mother can lavish her attentions upon, and help her to solve her constipation problems. Ingenious mechanism responds to proper doses of famous laxatives. Comes complete with "Ex-Lax", "Haley's M-O" and "Milk of Magnesia" plus year's supply of disposable diapers. **$5.95**

FLORA FLAKEY

This appealing doll in a black velvet dress has long, washable hair with an advanced case of dandruff. The little mother will delight in shampooing away the ugly scales. Comes complete with comb, brush, and a supply of "Head 'n Shoulders" or "Alberto VO-5" shampoo. (Specify your choice) **$4.95**

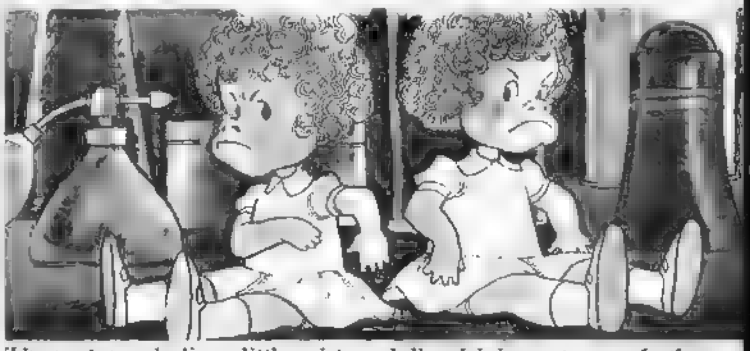
HILDA HALITOSIS

An irresistible doll with blonde hair, eyes that open and close, and real bad breath! Doll mothers will enjoy making her breath temporarily "kissing sweet" with an assortment of mouthwashes and breath mints. Comes with year's supply of "Clorets", "Certs", "Listerine" and stuff that tastes like soda pop. **$10.**

TESSIE TALKER

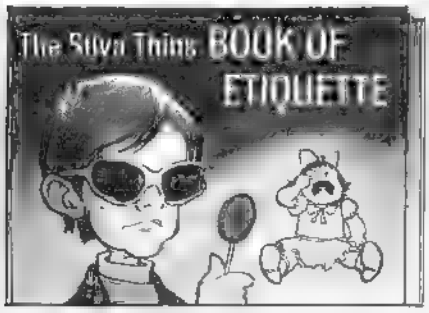
The girl doll that talks! Tessie has a vocabulary of seven slogans that every TV-watching child is familiar with. Just pull her string and she will utter such catchy classics as: *"Mother—you've got bad breath!" "No more garters, no more garters, no more garters!" "I'd rather fight than switch!" "If you've got it, flaunt it!" "I'd walk a mile for a Camel!"* and the ever-popular *"Pepsi beats the others cold!"* **$14.95**

THE PERSPIRATION TWINS
HARRIET HALFSAFE & CLAUDINE COVERUP

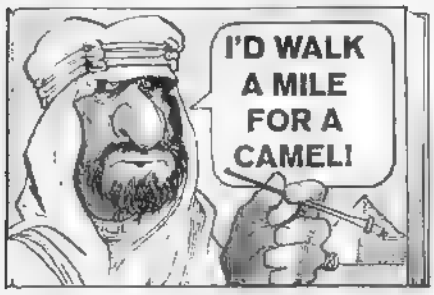


These two darling little sister dolls drink water and then perspire, giving off realistic body odors. Little mothers can spray them, cream them, powder them and perfume them—anything but bathe them! – in order to deodorize them. Comes complete with supplies of "Secret", "Mum", "Arrid", "Brake", "Veto", "Right Guard" and a child-size nose clip. **$11.00**

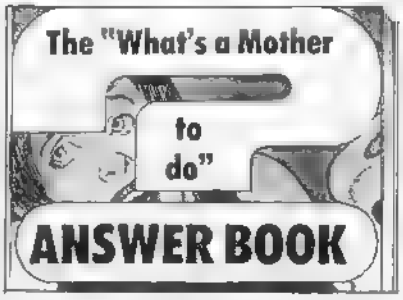
BOOKS FOR THE TV AD EDUCATED YOUNG READER



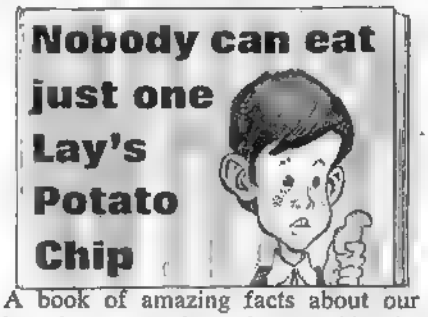
A book designed to teach the growing youngster the correct social behavior when taking a lady out. Includes the proper method of opening doors for her, escorting her to tables, seating her, driving her to destinations, and kicking her out of the car if she does anything stupid. A must for the male of tomorrow. By Amy Vanderbuck **$5.00**



A child's introduction to the wonderful benefits of walking and the even greater benefits of smoking. Includes 20 color plates of mountains, streams, fields, lakes and outdoorsmen with lung cancer. Written by Paul Bearer. **$2.98**



The curiosity of the child's world is satisfied with this informative book that answers such vital questions as *"Does She Or Doesn't She?"*, *"Should A Gentleman Offer A Lady A Tiparillo?"* and a variety of other subjects important to a person's survival in today's confusing world. By Dr. A. D. Subliminal **$3.50**



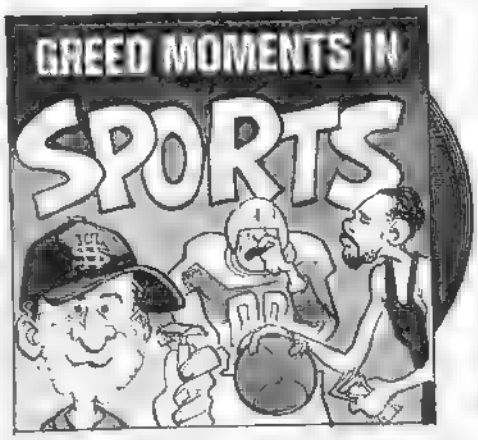
A book of amazing facts about our brand name products that provides the actual reasons *WHY* "Pan-Am Makes The Going Great!" . . . *WHY* "When You're Out Of Schlitz, You're Out Of Beer!" . . . *WHY* "Nobody Does It Like Sara Lee!" and 225 other modest statements. Written by X. Agerate **$3.00**

The stirring story of women's historic fight for equality and the right to vote, hold jobs, develop ulcers, become tense, anxious and neurotic, and smoke themselves to death just like American men. Written by Earl E. Graves **$4.95**

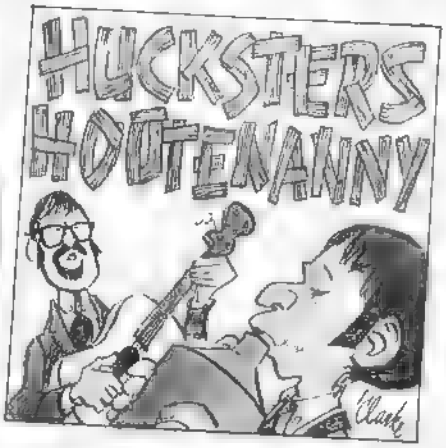
A child's introduction to the joys of air travel. Crammed with interesting facts about which airline broils steak on board, which airline offers a choice of steak or lobster, which airline shows Hollywood movies, and which airline has the highest incident of air crashes and passenger deaths. Profusely illustrated, with a special "Vomit Bag" bound in. By Amelia Heartburn **$3.00**

RECORDS FOR THE TV AD ENLIGHTENED LISTENER

An inspiring and delightful collection of famous television speeches by great Americans, including Arthur Godfrey's memorable tribute to *"Axion"*, Eddie Albert's stirring commendation of *"Biz"*, Amy Vanderbilt's heartwarming plaudit of *"Glade"* and Rocky Graziano's immortal homage to *"Any Garbage That'll Pay Me To Endorse It"*. **Stereo $5.95**



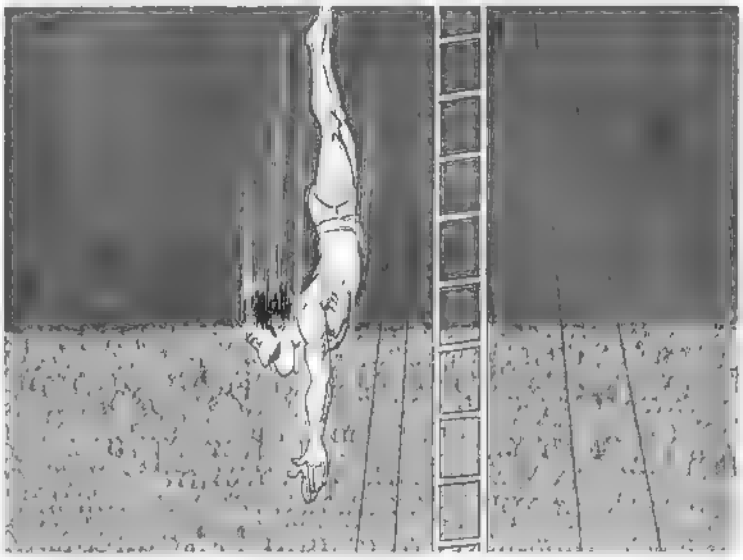
Young sports fans will enjoy hearing such all-time greats as Bart Starr and Carl Yastrzemski shaving, accompanied by the Swedish folk song, *"Take It Off, Take It All Off"!* They will thrill to the sounds of Mickey Mantle and Willie Mays crying *"I Want My Maypo!"*...and 27 other exciting moments in the world of television sports. **Stereo $4.95**

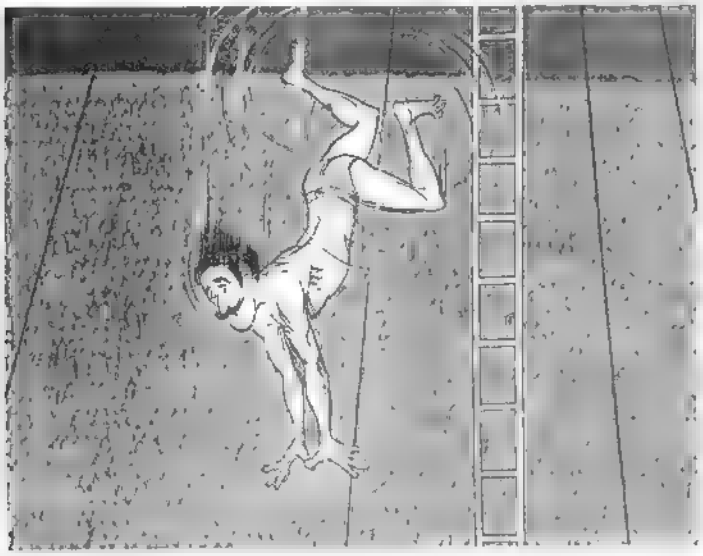


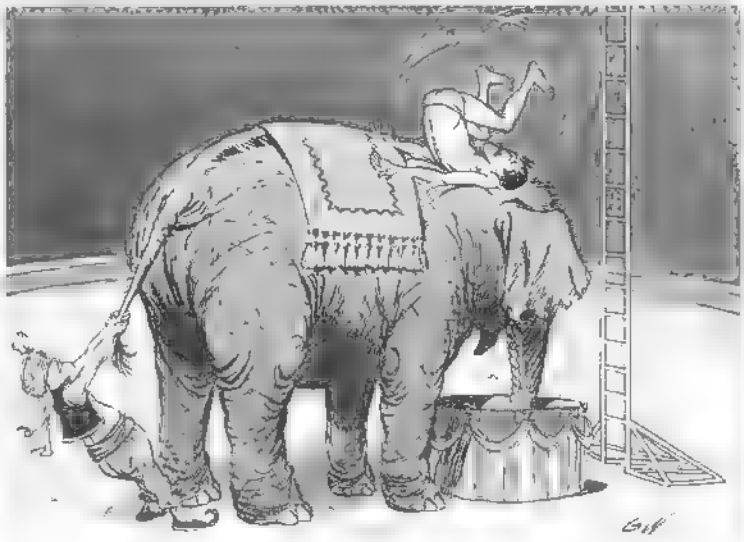
A wonderful collection of traditional American Advertising Ballads and Folk Songs, including such all-time popular favorites as *"Use Wildroot Cream Oil Charlie"*, *"Pepsi Cola Hits The Spot"*, *"Won't You Try-y-y Wheaties?"*, *"See The U.S.A. In Your Chevrolet"*, *"Be Happy, Go Lucky"*, *"Halo, Everybody . . . Halo"* and 23 other classics. **Mono only $5.95**

THE HIGH DIVER

ARTIST: GEORGE WOODBRIDGE WRITER: SERGIO ARAGONES







GIFT-RAPPING DEPT.

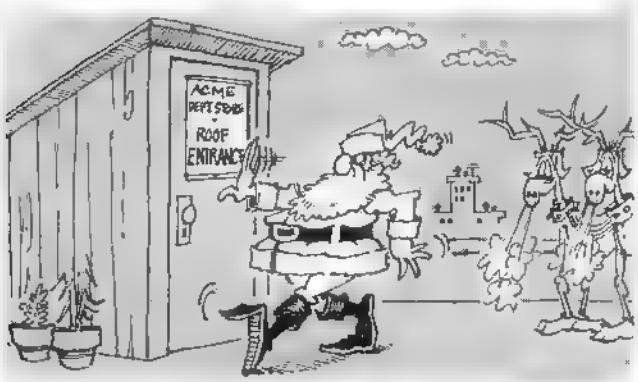
The Month Before Christmas

(A Non-Scheduled Visit From St. Nicholas)

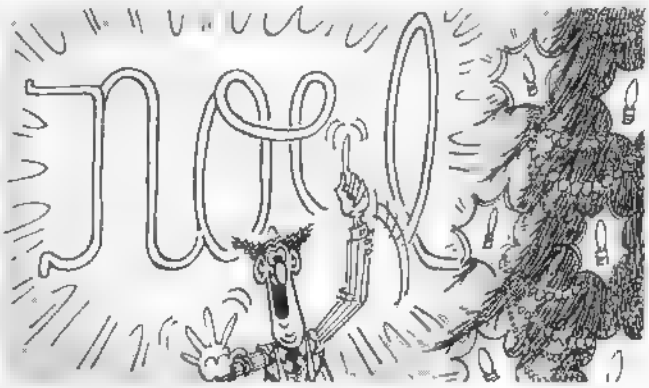
'Twas a month before Christmas, and all through the store
Each department was dripping with Yuletide decor;

The Muzak was blaring an out-of-tune carol
And fake snow was falling on "Ladies' Apparel."

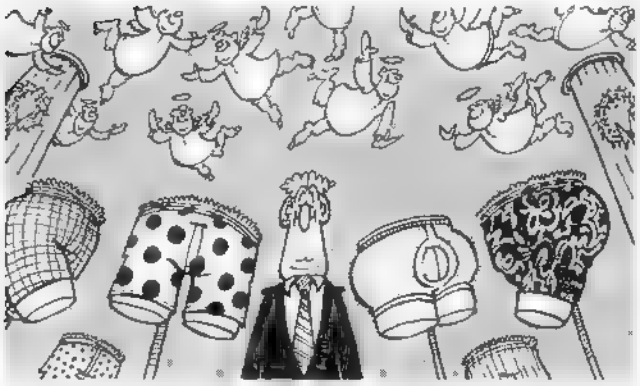
ARTIST: DON MARTIN WRITER: FRANK JACOBS



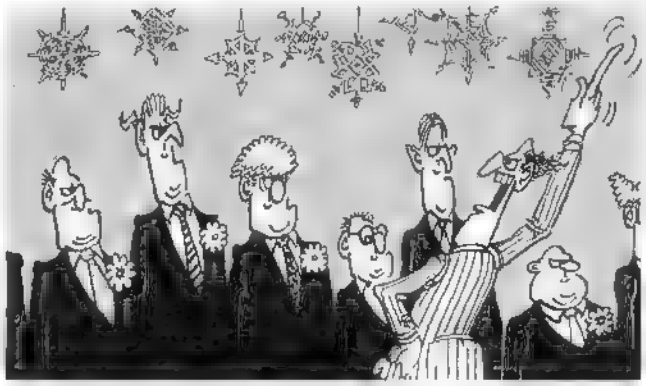
I'd flown many miles from the North Pole this day
To check on reports which had caused me dismay;
I'd come to this store for but one special reason:
To see for myself what went on at this Season



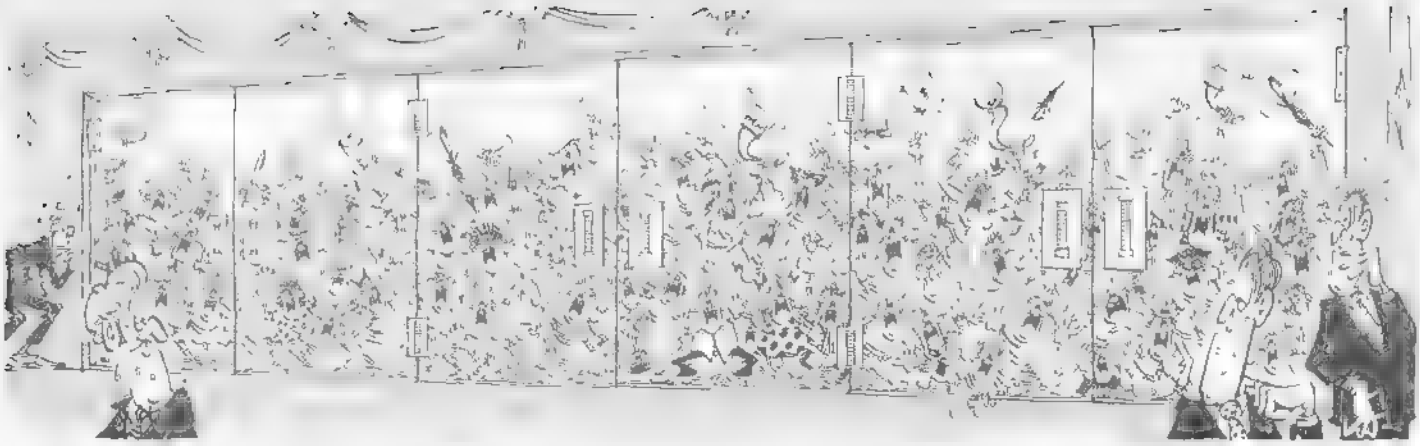
I hid in a corner and in a short while
I saw the Store President march down an aisle;
He shouted an order to "Turn the store tree on."
And also the "NOEL" in blinding pink neon.



Up high, grandly hanging from twin gold supports,
Four hundred pink angels flew over "Men's Shorts;"
And towering over the Rear Mezzanine—
A 90-foot Day-Glow "Nativity Scene"

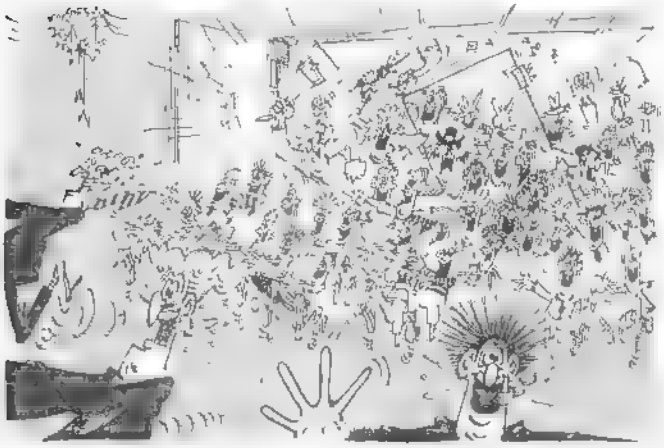


The clock on the wall said two minutes to nine;
The floorwalkers proudly all stood in a line;
I watched while the president smelled their carnations
Then called out his final command—"Man Your Stations!"



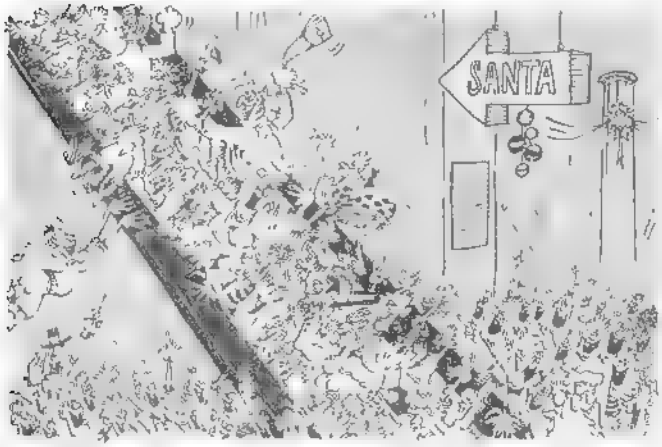
When out on the street there arose such a roar!
It rang to the rafters and boomed through the store!
It sounded exactly like street-repair drilling—
Or maybe another big Mafia killing!

I looked to the doors, and there banging the glass
Was a clamoring, shrieking, hysterical mass,
And I felt from the tone of each scream and each curse
That the ' Spirit of Christmas" had changed for the worse.



The clock it struck nine and the door opened wide
And that great human avalanche thundered inside;
More fearsome than Sherman attacking Atlanta
Came parents and kiddies with just one goal—"Santa!"

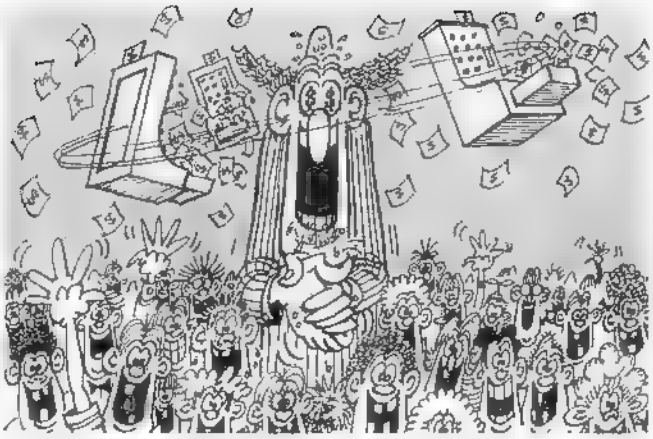
In front stormed the mothers, all brandishing handbags
As heavy and deadly as 20-pound sandbags;
With gusto they swung them, the better to smash ears
Of innocent floorwalkers, buyers and cashiers.



Straight up to the Fifth Floor the mob penetrated
And soon reached the room where the store Santa waited;
I followed them closely, the better to see
This bearded imposter who dared to play me

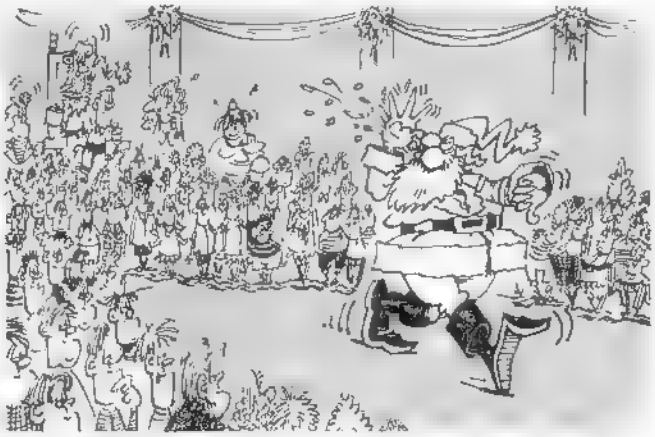
He stood six-foot-five and weighed all of 130;
He'd lost half his teeth and his costume was dirty;
His beard dangled down like a wad of cheap cotton;
His breath needed "Scope" and his "Ho-ho" was rotten.

Egged on by their parents, the kids had one aim ·
To get to this man who was using my name ;
They mobbed him and mauled him, the better to plead
For the presents they sought in their hour of greed.



The President watched with a gleam in his eye
As he thought of the toys that the parents would buy ,
Of all Christmas come-ons, this crowd would attest
That a visit to "Santa" was clearly the best.

It all was too much for my soul to condone
And I let out a most unprofessional moan ,
The crowd turned around, and I'll say for their sake
That they knew in an instant I wasn't a fake



"I've had it," I told them, "with fast-buck promoting,
With gimmicks and come ons and businessmen gloating ,
This garish display of commercialized greed
Is so very UN-Christmas, it makes my heart bleed!"

With that, I departed and, shouting a farewell,
Went barreling up an emergency stairwell ;
On reaching the roof, to my sleigh I went forth
Where my reindeer were waiting to take me back North.

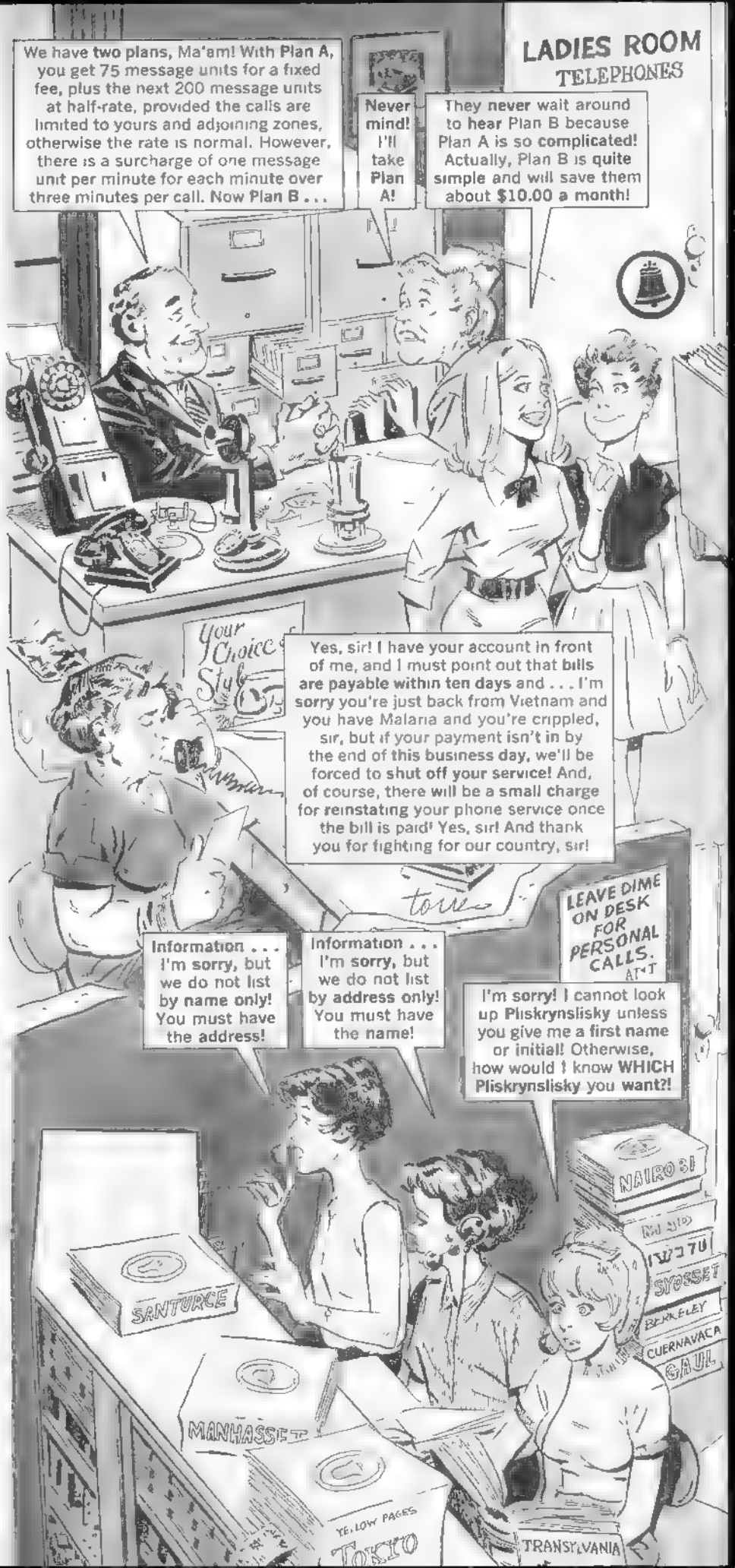
The crowd swarmed behind me to beg me to stay ,
Before they could speak, I was off in my sleigh ,
But I turned to exclaim as I flew from the mob—
"Happy Christmas to all—I'm resigning my job!"

INSIDE OUCH DEPT.

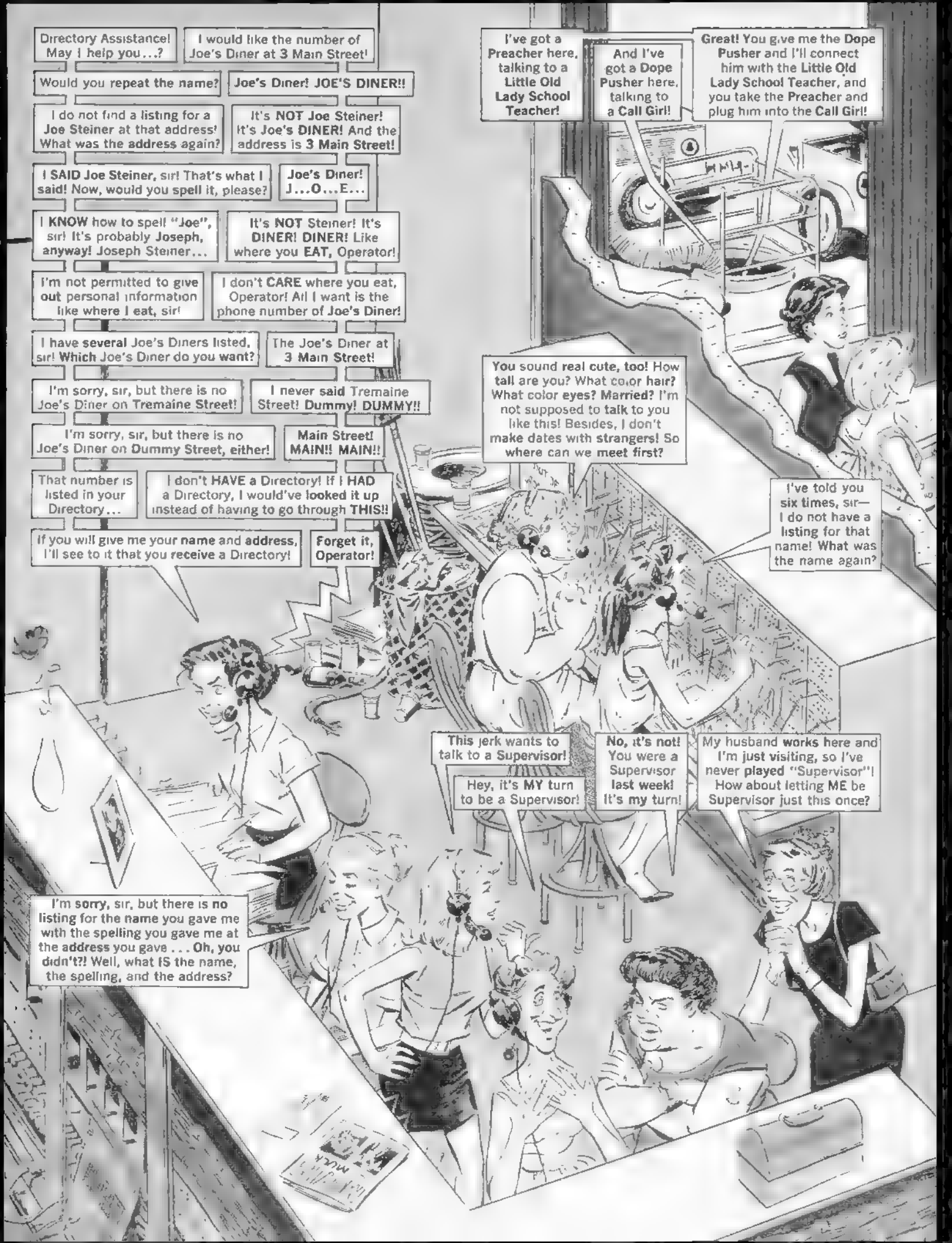
Here we go with an expanded version of our series which explores the hidden worlds where dedicated people are working long and hard in an attempt to make our lives miserable! Here is a 4-page

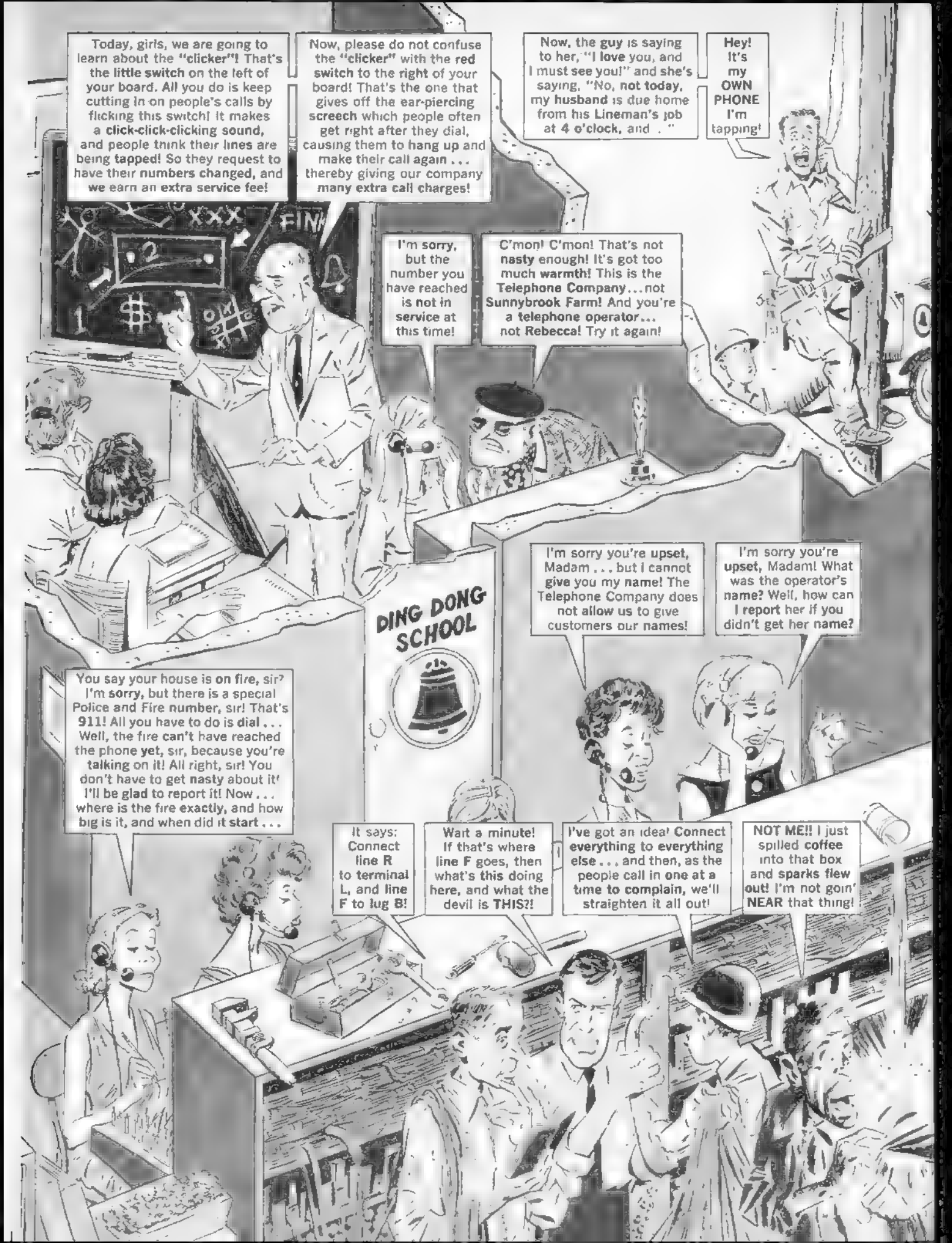
MAD PEEK BEHIND THE SCENES AT THE PHONE COMPANY

ARTIST: ANGELO TORRES
WRITER: EARLE DOUD



We'll have to ask you for a $300 deposit before we can install your telephone! I've looked over your application, and even though you've been on the same job for 20 years, you only make $94 a week... so we must consider you a financial risk!
Yeah, but it's the Telephone Company I've been working for!
We picked up another $4000 in phone deposits today, Mr. Finch!
Good! Invest $2000 in IBM, another $1000 in RCA, and I think the boys upstairs want to invest in a Musical!
WALL STREET
This is Mr. Glower, Miss! You say you're only twenty-one years old, and you live alone, and you've been getting obscene phone calls? That's terrible! Now, you just relax and tell me what they've been saying to you on the phone! Don't leave out a single thing! Go right ahead, dear!
TOMBOY
Yes, Ma'am! Just call back and ask for Operator 14, and I'll take care of you?
I KNOW you want Operator 14! But WHICH Operator 14? We're ALL Operator 14! There are 2000 of us Operator 14's!
14
14
Miss Terde, why are you the only girl tending this switchboard?
Because mine is the only position working! We called Emergency Repair and they said they'd send somebody up here as soon as possible!
When did you call?
About two weeks ago!
Hold on, sir! I'm checking that number as fast as I can, sir! (CLICK!)
So anyway, Jim and Betty and Jack and I went up to this groovy place in the mountains . . . and we had enough food and Acapulco gold for a week, so we—


Directory Assistance! May I help you...?
I would like the number of Joe's Diner at 3 Main Street!
Would you repeat the name?
Joe's Diner! JOE'S DINER!!
I do not find a listing for a Joe Steiner at that address! What was the address again?
It's NOT Joe Steiner! It's Joe's DINER! And the address is 3 Main Street!
I SAID Joe Steiner, sir! That's what I said! Now, would you spell it, please?
Joe's Diner! J...O...E...
I KNOW how to spell "Joe", sir! It's probably Joseph, anyway! Joseph Steiner...
It's NOT Steiner! It's DINER! DINER! Like where you EAT, Operator!
I'm not permitted to give out personal information like where I eat, sir!
I don't CARE where you eat, Operator! All I want is the phone number of Joe's Diner!
I have several Joe's Diners listed, sir! Which Joe's Diner do you want?
The Joe's Diner at 3 Main Street!
I'm sorry, sir, but there is no Joe's Diner on Tremaine Street!
I never said Tremaine Street! Dummy! DUMMY!!
I'm sorry, sir, but there is no Joe's Diner on Dummy Street, either!
Main Street! MAIN!! MAIN!!
That number is listed in your Directory...
I don't HAVE a Directory! If I HAD a Directory, I would've looked it up instead of having to go through THIS!!
If you will give me your name and address, I'll see to it that you receive a Directory!
Forget it, Operator!
I've got a Preacher here, talking to a Little Old Lady School Teacher!
And I've got a Dope Pusher here, talking to a Call Girl!
Great! You give me the Dope Pusher and I'll connect him with the Little Old Lady School Teacher, and you take the Preacher and plug him into the Call Girl!
You sound real cute, too! How tall are you? What color hair? What color eyes? Married? I'm not supposed to talk to you like this! Besides, I don't make dates with strangers! So where can we meet first?
I've told you six times, sir— I do not have a listing for that name! What was the name again?
This jerk wants to talk to a Supervisor!
Hey, it's MY turn to be a Supervisor!
No, it's not! You were a Supervisor last week! It's my turn!
My husband works here and I'm just visiting, so I've never played "Supervisor"! How about letting ME be Supervisor just this once?
I'm sorry, sir, but there is no listing for the name you gave me with the spelling you gave me at the address you gave . . . Oh, you didn't?! Well, what IS the name, the spelling, and the address?


Today, girls, we are going to learn about the "clicker"! That's the little switch on the left of your board. All you do is keep cutting in on people's calls by flicking this switch! It makes a click-click-clicking sound, and people think their lines are being tapped! So they request to have their numbers changed, and we earn an extra service fee!
Now, please do not confuse the "clicker" with the red switch to the right of your board! That's the one that gives off the ear-piercing screech which people often get right after they dial, causing them to hang up and make their call again . . . thereby giving our company many extra call charges!
Now, the guy is saying to her, "I love you, and I must see you!" and she's saying, "No, not today, my husband is due home from his Lineman's job at 4 o'clock, and . "
Hey! It's my OWN PHONE I'm tapping!
I'm sorry, but the number you have reached is not in service at this time!
C'mon! C'mon! That's not nasty enough! It's got too much warmth! This is the Telephone Company . . . not Sunnybrook Farm! And you're a telephone operator . . . not Rebecca! Try it again!
DING DONG SCHOOL
I'm sorry you're upset, Madam . . . but I cannot give you my name! The Telephone Company does not allow us to give customers our names!
I'm sorry you're upset, Madam! What was the operator's name? Well, how can I report her if you didn't get her name?
You say your house is on fire, sir? I'm sorry, but there is a special Police and Fire number, sir! That's 911! All you have to do is dial . . . Well, the fire can't have reached the phone yet, sir, because you're talking on it! All right, sir! You don't have to get nasty about it! I'll be glad to report it! Now . . . where is the fire exactly, and how big is it, and when did it start . . .
It says: Connect line R to terminal L, and line F to lug B!
Wait a minute! If that's where line F goes, then what's this doing here, and what the devil is THIS?!
I've got an idea! Connect everything to everything else . . . and then, as the people call in one at a time to complain, we'll straighten it all out!
NOT ME!! I just spilled coffee into that box and sparks flew out! I'm not goin' NEAR that thing!

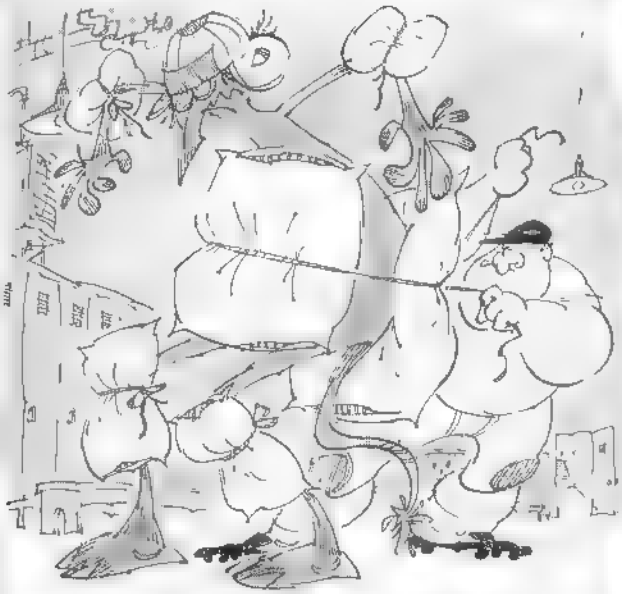
SPOOKING FROM PICTURES DEPT.

Hey, gang! It's time once again for MAD's nutty old "Cliché Monster" game. Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie setting so you create a new-type monster, and you're playing it. Mainly, you're—

HORRIFYING CLICHÉS

ARTIST: PAUL COKER, JR. • • • • WRITER: MAY SAKAMI

Springing A TRAP



Padding An EXPENSE ACCOUNT

Redeeming A COUPON

Committing A CRIME

Drafting An AGREEMENT

Changing An OPINION

Awakening An INTEREST

Making An EDUCATED GUESS

Filling A VOID

Pressing For An ANSWER

Analyzing A SITUATION

Unraveling A MYSTERY

Unseating An INCUMBENT

Spiking A DRINK

Tripping the LIGHT FANTASTIC

Balancing A BUDGET

BERATING THE RATINGS DEPT.

This article is dedicated to the proposition that all things are *not* created equal—not by today's manufacturers, anyway. But the American Consumer has an ally in his never-ending battle with poor craftsmanship, shoddy merchandise and Giant Economy Size Packages that are never more than half full... mainly, the Impartial Test Panels. Those dedicated experts who break down a product before they break down and tell us all about it in magazines like...

CONDEMNER REPORTS

OCTOBER 1969 / MANUFACTURERS HATE US SO WE GET / NO ADVERTISING / 50 CENTS

Razors and Blades

Use-Tested by a special 500-Man CR Panel

Styptic Pencils

Use-Tested by the same 500-Man CR Panel right after the Razors and Blades tests

Electric Hot Plates

Almost all models had poor insulation and none had adequate, heat-resistant handles

Burn Ointments

An unscheduled report necessitated by the tests of those %&$#@¢!! Electric Hot Plates

Mixers and Blenders

Our special 26-Man Team tests most brands

The New Long Ties

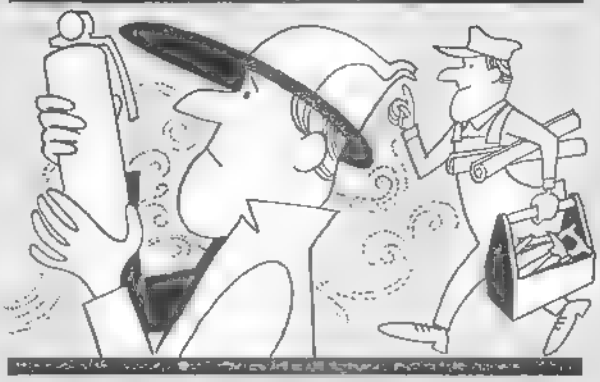
A special CR Report shows why men who use mixers and blenders should not wear them

Fire Extinguishers

None of the Fire Extinguisher Units that we tested could adequately control a fire

New Construction

CR examines new building construction as it searches for a new home after making those %&$#@¢#!! Fire Extinguisher tests



ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO PHOTOGRAPHY: BY IRVING SCHILD

Ground Meat Contains Ground

I truly enjoyed your recent article, "Most Hot Dogs Aren't Fit For Dogs" (CONDEMNER REPORTS, July 1969). I was shocked by what you found in the hot dogs you tested. I buy hamburger meat from my butcher for 89¢ a pound, and thanks to your article, I've now started examining it. I've found what looks like bone chips, sawdust, hair, and even dirt. What can I do about it?

BROOKLYN, N.Y. P.U.

Use a lot of ketchup and relish.

Price Puzzle

Which is actually cheaper, an 8 oz. tube of toothpaste for 59¢, a 10 oz. tube for 69¢, a 12 oz. tube for 79¢ or a full pound tube for $1.00?

Please do not send us any jokes or riddles. CR is not a humor magazine.

Executive Type Writes

In your August issue, you published the results of tests made on several portable typewriters, and our brand was one of the machines included in the report. You claimed you found a defect in our machine which you felt was a serious drawback, and therefore rated it "Unacceptable." As president of the Underglass Typewriter Company, I wish to point out that the sample you tested was obviously not typical of the machines we produce here at Underglass. I certainly hope that you will give us another chance and test a more typical example of our Model 7 Portable Typewriter—one that ten of our top engineers are building by hand especially for CR right now.

DAYTON, OHIO CHARLES ELITE, JR.
PRESIDENT
UNDERGLASS CORP.

Mr. Elite's letter, which was obviously typed on one of his company's machines, only served to point out that the glaring defect we found in the Model 7 Portable is present in other models as well. As you can plainly see by the excerpt we have reproduced below, the "period" looks funny.

especially for CR
right now.
Charles Elite, Jr.
Pres. Underglass Corp.

Once Is Enough

New Toy, Not Recommended For Kids . . .

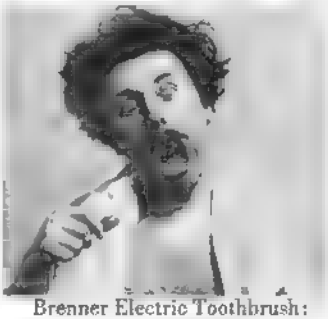
Sally Suicide, the new doll that can 'take her own life 12 ways,' has earned CR's NOT-ACCEPTABLE—ICKY POO rating at press time. This new entry from Marx Bros. Toys doesn't live up to its promise, as our disappointed panel will attest: the rope Sally Suicide is supposed to hang herself with broke on the first attempt, the drugs supplied are hardly enough to induce nausea let alone suicide, and the seven story doll house that she's supposed to jump from isn't high enough for anything more than two broken legs!

If the performance of this doll could only live up to its potential, Marx Bros. would have a winner here.

Sally Suicide: "Disappointing"

Thank You, Kind Readers

CR is certainly proud of its readers who take the time to sit down and write us about differences of opinion based on their own findings. It helps us get a better picture of things to watch for when we test new products in the future. Last month we didn't think to check out the "waterproof" casing on the new Brenner Electro Toothbrush, believing in this day and age that a "waterproof" label means just that. To our surprise, many readers found out differently, and a lot of credit must be given them for interrupting their week of mourning to write us.

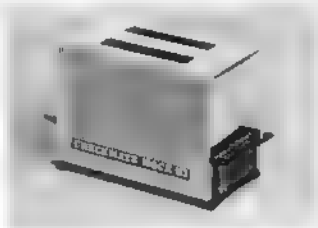

Brenner Electric Toothbrush: "Not waterproof"

A Note From The Checkmate Toaster Company

Gentlemen:

Thank you for your invitation to have our latest Checkmate tested by your panel of impartial judges. However, we could not get our latest model, the Mock III, out of production in time for last month's deadline, and it would be a waste to have sent you the Mock II since it is being called back.

We trust that you will include a run-down of our new model this issue. A sample of the Checkmate Mock III is enclosed.



Thank you,

William Burns
President
Checkmate Corp.

Ed. Note: As per Mr. Burns' request, a complete rundown of the Checkmate Mock III is included in this issue.

Fowoll-up

An up-dating of previous up-to-date reports

During the past few years, CR has informed its readers to be aware of the "water content" percentage listed on the labels of packaged hams.

Many meat packing houses are injecting water into the hams, raising the weight considerably. The consumer is then paying 'ham' rates for water.

The problem has been faced by town officials of two different locations.

Mayor Heinz Wipfler of Wagsville, North Carolina, is getting back at the meat packers by injecting 'ham' into the local water supply, while Mayor Eric Wessel of Chipneil, Arizona, has upped the water tax from $23 a year to $3000, making the cost of water in the area more expensive than ham, thereby discouraging the practice.

Mayor Eric Wessel

Mayor Heinz Wipfler

CR salutes both of these men with their constructive solutions to the problem.

THE PURPOSES OF CONDEMNER REPORTS are to provide consumers with information and counsel, the publishers with money, and the manufacturers with ulcers.

PRODUCTS TESTED by the Condemner Reports' staff are determined by the needs of the staff since they are paid low salaries and depend on free testing samples in order to live.

SUBSCRIPTION RATES are low considering how much you'll save in one year's time by taking our advice and not falling for false bargains and deceptive pricing. Rates: $6.00 for one year, $15.00 for two years, $25.00 for three years.

A Change In Ratings

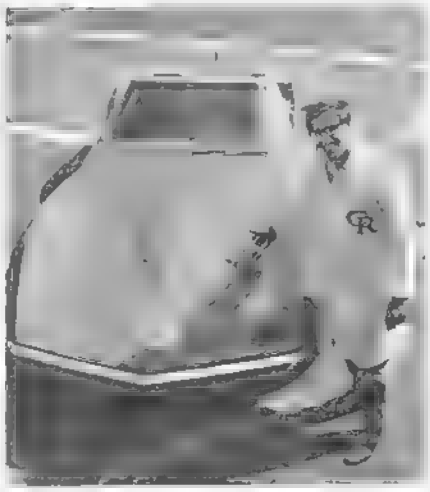
No one is perfect. While we come close to perfection here at CR, we too can slip once in a while. And when we do, well, you can bet your boots we'll own up to it and do what's necessary to rectify things even if it means changing a rating.

This is the case with the 1969 Corvex II which was originally listed as "NOT ACCEPTABLE — AWFUL" in the new car review 3 months ago. We now change this rating to "ACCEPTABLE—FANTASTIC".

Shown above: Staff member, pleased at test results, rates new Corvex II highly.

Our Thanks

CR wishes to thank all those who sent us congratulations on our 33rd year of publication. Special thanks go to General Motors Corporation who gave every member of our staff a beautiful new Corvex II.



Shown above: Staff member stands proudly before congratulatory gift, the Corvex II.

Work Under way

Next Month in Condemner Reports:

The Bomb

Which is most powerful, has more fallout, can be launched quicker, etc. Test panel composed of all the nuclear nations.

"Are The Funeral People Really Out To Cheat You?"

Three CR staff members posed as "Dearly Departeds" and were given a complete funeral, including burial. CR is digging up the facts for a complete report.

In Later Months:

"The Birth Control Pill —Does It Work?"

Tests still going underway due to panelists refusal to stop for a while so tabulations can be recorded. Since CR announcement for this report we have received 1,289,876 requests to participate.

1969 Calendars

Which is the handiest, easiest to read, and best buy for 1969—The full report will be ready by late November.

Sewing Machines

There are 84 models of sewing machines to choose from, and of these, 10 are the leading sellers, representing over 70% of the total sale. However, CR found that although these models are very easy to operate, they are extremely difficult to test. Instead, CR chose 10 models more difficult to operate but easier to test, and, to make things even less complicated, will review only 5 of those 10. And always with the interests and needs of *you*, the consumer, in mind.

CR's Test

While it is true that women are by far the greatest users of home sewing machines, it is the *men* who are mostly employed as professional tailors in both big and small businesses. For this reason, CR used 5 male panelists to test the 5 models chosen, but each was given typical female sewing problems: dresses, skirts, blouses, culottes, aprons, etc.

Test Results

After exhaustive tests where the male panelists had to literally "live" female wear, CR found that of the 5 machines tested, 4 operated normally, one acted strangely. This was a better percentage than the panelists of whom 3 acted normally, 2 strangely.

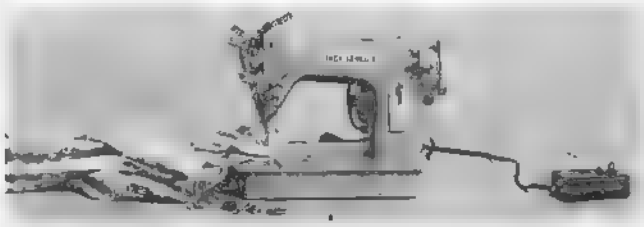
Shock

In any test of this sort, shock potential is always a consideration. Of the 5 machines, CR found all to be insulated against shock. However, each of the panelists were shocked at the ridiculous prices asked for the machines by their respective manufacturers, and 2 of the panelist's wives were shocked when their husbands ran off with each other.

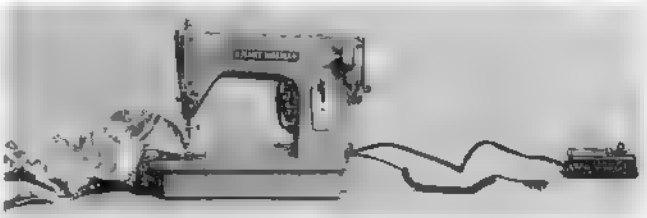
RATINGS OF SEWING MACHINES

ACCEPTABLE – GOOD

SINGA SONGALA List price marked at $457.85, but CR shopper was able to purchase it for $29.95 at a discount store. This machine offered forward and reverse stitching only, but after being dropped by clumsy panelist, it was found that it could also sew zig zag.

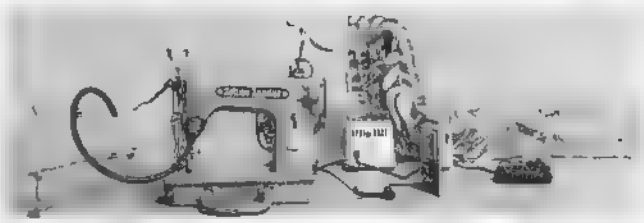


PFARFF SONGARA List priced marked at $29.95, but CR shopper purchased it for $247.95 at fancy uptown store before being fired. We found this imported imitation of the *Singa Songa* to be identical in every way except for case, motor, controls, performance and other secondary considerations.



ACCEPTABLE – NOT SO GOOD

ZOLTAN ZANDAR This was a deluxe machine with automatic button-holer, trimming device, pattern tracer, embroidery control and watermelon de-pitter. The performance of all special functions was flawless, but only when used simultaneously. For normal mending, it wasn't worth a darn. (CR rates that last gag **UNACCEPTABLE**).

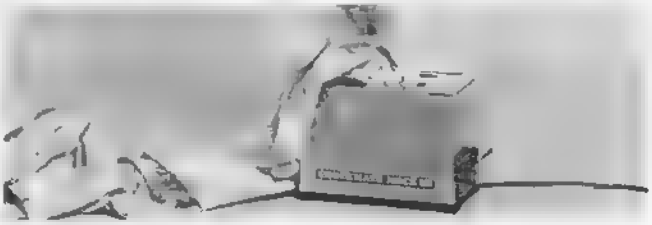


ACCEPTABLE – PRETTY BAD

GIVALT 100 List price $9.00. Obviously an economy model with no chrome, no frills, and no extras. It featured only a plain, black case housing 3 needles, a spool of thread and a stereo recording of a well-operating sewing machine.

NOT ACCEPTABLE – ROTTEN

CHECKMATE MOCK III No price given. This machine would not sew forward or in reverse or at all. It had one adjustment labeled "light-dark" which might refer to the color of the material to be sewed. But then again, it might not. While there was no shock danger, the machine did heat up considerably after a few minutes and "popped up" the material inserted for sewing.



SCOTCH WHISKEY

In response to the unusual amount of inquiries (from CR panelists), we herewith disclose our findings from a recent test conducted on CR's tax deductible testing yacht, *Shnopps II*. It was the first test scoring 100% attendance of the CR panel, many bringing secretaries with them to take notes. The yacht was anchored 3 miles off the New Jersey shore to avoid Coast Guard restrictions as well as suspicious wives. A case each of the 8 generally accepted "top" scotches, 6 "second rung" brands, and 3 "swill" labels were employed along with a case of the 3 leading anti-freezes.

THE TEST

Testing started precisely at 9 AM like any normal work day. When panelist could not make the distinction between scotch and the anti-freeze, he was excused from further testing.

Results were pouring in as fast as scotch pouring out. By 11 AM more than 45% of the scotches had been tested and more than 33% of the panel were in love with their secretaries.

By 3 PM 70% of the scotch was drunk as were 80% of the panel, and the owner of a small runabout had performed 34 marriages as a qualified sea captain. (CR tests Divorces in Sept. Issue.)

By 5 PM all 20 cases of scotch and anti-freeze had been consumed, and many things were said to the boss that wouldn't have been under normal conditions. (CR tests New Jobs, P. 51)

RATINGS OF SCOTCH WHISKEYS

TEST RESULTS The top 5 choices, as recorded by the panel, are as follows:

ACCEPTABLE—ZOWIE

JOHNNY WALKUP Xsellent flavour . . . colorful animalz

PRESSEDTONE SSmmoooooothhh . . . handy cans stead of bopples

SIT CHIVAS Vary lite . . . plescent . . . I love you . . . marry me . . . doll

ACCEPTABLE—YESH INDEED

BAT 69 Nishe flavour . . . nishe shmell . . . nishe girl? Too bad . . .

HAIG ROAD Oky, not grate, but oky . . . know what I mean . . . It's oky, but not grate . . . no need to get mad, bushter . . sho it's not oky . . . you right, I wrong . . . who carsh anyhow? Ish free . . .

STRETCH SOCKS *for men*

Stretch socks can help stretch your budget. They are not only longer wearing, but because some models have a great deal of stretchability, you can put both feet into one sock, thus making a pair last even longer.

CR's test

In CR's rather grueling tests, the socks were soaked for one week in a solution of milk and butter to determine their stain resistance.

Then, as a 'mud' substitute, a mixture of flour and eggs in thick, gooey consistency was poured into the testing vat.

Finally, to simulate the effect of hot machine drying or high temperature summer wear, the socks were then placed in an oven pre-heated to 400 degrees and left for 30 minutes.

Test Results

None of the socks tested held up under CR's rugged test conditions stated above, but several pair not only smelled tempting, but tasted delicious! (Recipe available on request.)

As for our less exciting and more mundane tests of actual *wearing*, CR found only two models worth our highly coveted rating, the *left* sock of the Outerwoven 898 and the *right* sock of the Ban-Lard 989. CR suggests you buy a pair of both and throw out the right and left sock respectively.

RATINGS

ACCEPTABLE—EXCELLENT

OUTERWOVEN 898 As stated above (Test Results), the left sock of this pair was superior to any sock tested, including the right one from the same manufacturer. When purchasing, explain to salesman that you dance as if you had "two left feet" and see if he won't sell you the socks accordingly.

BAN-LARD The "two left feet" ploy will obviously not work on the superior *right* sock of this manufacturer. CR suggests you buy BOTH brands, break up the pairs as stipulated, and giving the worthless matchings to friends.

ACCEPTABLE—POOR

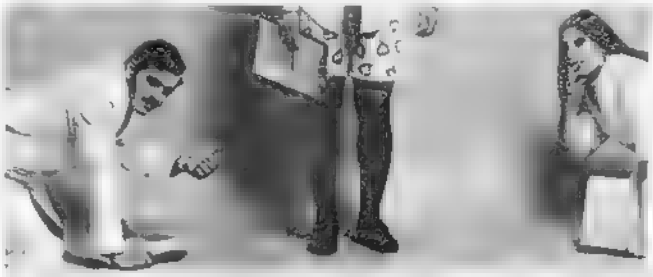
JERKY THOROBRED These stretch socks contained far too much stretch; one panelist pulled it up so high he didn't have to wear pants.

NOT ACCEPTABLE—ECCH

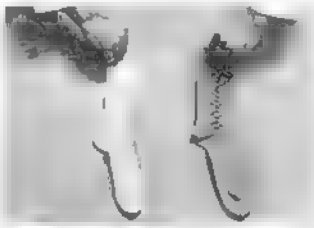
BURLYTON These socks were not color fast. The colored ones came out white after only 3 washings. The white ones came out clear after only one washing.

MANLY These socks had a severe tendency to shrink. This could be circumvented by washing while wearing, but this may prove difficult for those using automatic washers. One panelist approved of their long wear without washing, but we didn't want to get close to him for further comment.

HAND-HUGGERS This brand of socks was the worst tested. They did not stretch at all. However, they were very warm because they were made of leather and were fur lined with individual places for each toe. CR strongly advised against summer wear.

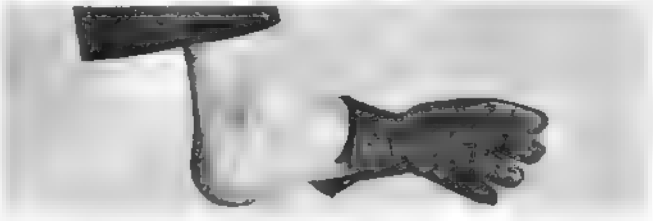


JERKY THOROBRED: No pants needed



BURLYTON: Before washing

After washing



HAND HUGGERS: Not recommended for summer wear

Magazines

Because of the increasing number of magazines available and the decreasing amount of time average consumers can allot to reading periodicals, CR has decided to rate magazines so as to weed out the extraneous from the superfluous.

RATINGS

Top choices, as recorded by panel, are as follows:

COMEDY MAGAZINES—ACCEPTABLE

TIME This weekly shows how to be very funny at everyone else's expense. Cute phrases are used to condemn books, blast plays, pan movies, wreck lives, undermine governments, etc.

SERIOUS MAGAZINES—ACCEPTABLE

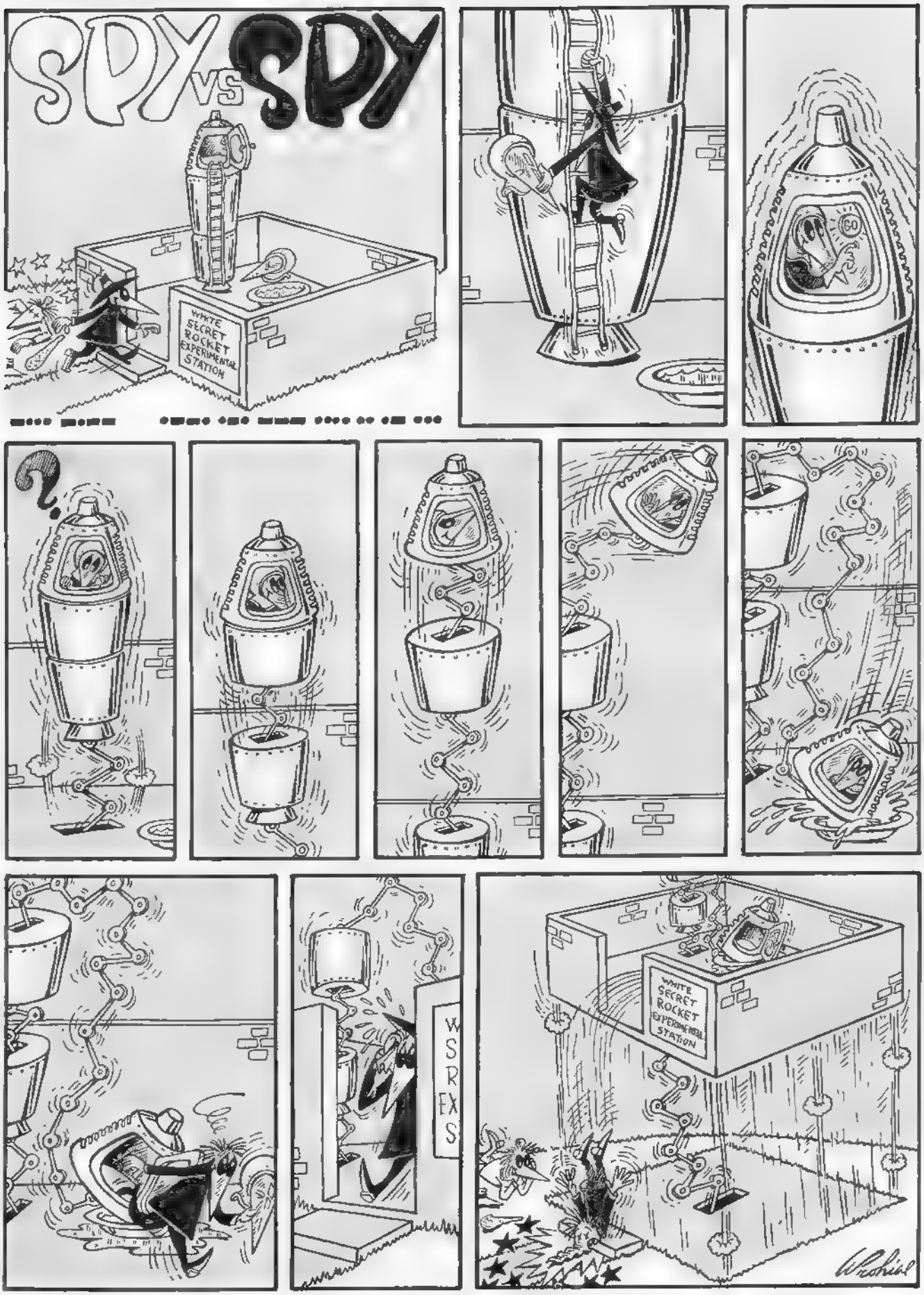
MAD This hard-hitting, never-crack-a-smile periodical will appeal to those who like their reading matter straight and to the point with no humor, frivolity or satire to interfere with the somber content.

EDUCATIONAL MAGAZINES—ACCEPTABLE

READER'S DIGEST This very informative monthly enabled our test reader to give herself a heart transplant; find God; hum her headaches away; and learn to live with and love a sadist—just in the first 10 pages alone!

SPECIAL MAGAZINES—UNACCEPTABLE

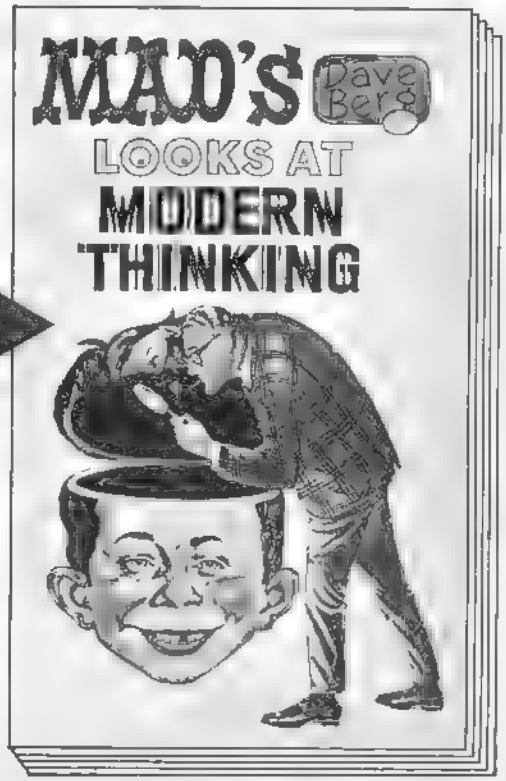
CONDEMNER'S REPORT An un-biased panel of readers who had never encountered this periodical before, thought the magazine to be a "comedy" entry at first reading due to the ridiculous procedure of purchasing new products only to wreck them with insane testing devices. Several were offended by the magazine's policy of advising people on how to spend their "hard-earned money". All told, CR has no choice but to award an **UNACCEPTABLE** rating to *Condemner's Report*.


SPY vs SPY
WHITE SECRET ROCKET EXPERIMENTAL STATION
CO
WSREXS
WHITE SECRET ROCKET EXPERIMENTAL STATION

Although it's been done many times, many ways...

HERE'S ANOTHER CHESTNUT FOR YOUR CHRISTMAS GIFT LIST

Mainly, this latest MAD Paperback Book!



GIVE ANY OR ALL FORTY-TWO MAD PAPERBACK BOOKS FOR CHRISTMAS!

(...and watch them roasting on those open fires!)

use coupon or duplicate

MAD 485 MADison Avenue, New York, N. Y. 10022

PLEASE SEND THE MAD PAPERBACK BOOKS I HAVE CHECKED BELOW TO:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP-CODE _____ AN ABSOLUTE MUST

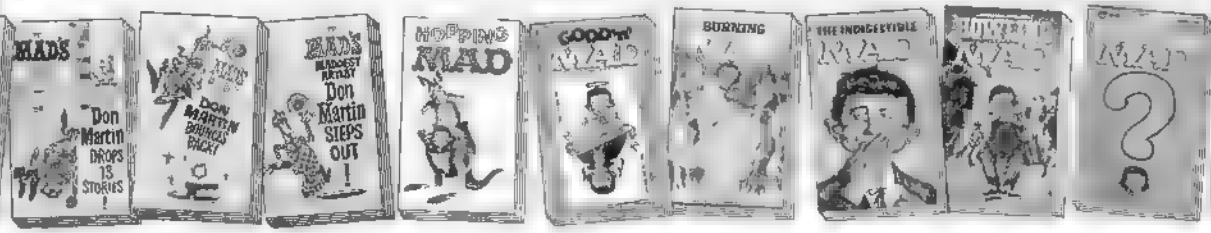
AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

_____

- ☐ The MAD Reader
- ☐ MAD Strikes Back
- ☐ Inside MAD
- ☐ Utterly MAD
- ☐ The Brothers MAD
- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc MAD
- ☐ Raving MAD
- ☐ Boiling MAD
- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DON MARTIN Cooks Up More Tales
- ☐ DAVE BERG Looks At The USA
- ☐ DAVE BERG Looks At People
- ☐ DAVE BERG Looks At Things
- ☐ DAVE BERG Looks At Modern Thinking
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow-Up File
- ☐ A MAD Look At Old Movies
- ☐ AL JAFFEE's Snappy Answers
- ☐ "Viva MAD!"
- ☐ MAD For Better or Verse

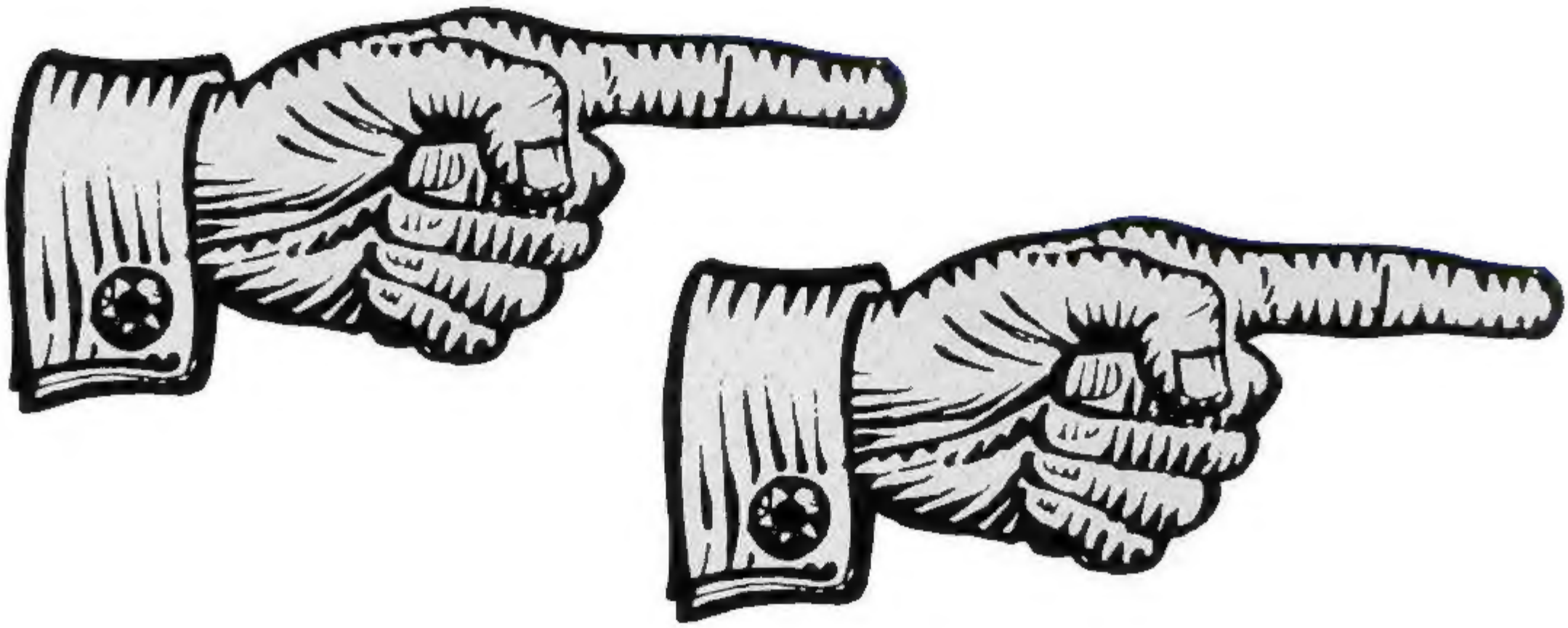
I ENCLOSE 60c FOR EACH
(MINIMUM ORDER: 2 BOOKS)

We cannot be responsible for cash lost or stolen in the mails. Check or Money Order preferred! On all orders outside the U.S.A. please add 10% Extra



Nothing to see here!

Please skip ahead.



WHAT NEW TREND IS DESTROYING A TIME-HONORED THEATRE ART?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Countless arts and crafts go into modern theatrical productions. Highly-skilled specialists each make their contribution. But lately, one of the most respected and revered theater arts is being swept aside. To see what it is, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A ▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

NUMEROUS PEOPLE ARE BEING THREATENED BY A NEW ABSURDITY NOW HITTING ALL OF "SHOW BIZ". AS IT SPREADS, IT MIXES COST-CUTTING OF BUDGETS WITH THE CAREERS THAT IT CONSUMES

ARTIST & WRITER: AL JAFFEE

A ▸ ◂B

WHAT NEW TREND IS DESTROYING A TIME-HONORED THEATRE ART?

FOLD PAGE OVER LIKE THIS!

A ⋈ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

NUDITY
NIXES
COSTUMES

A ⋈ B

KNIGHT-FALL

ARTIST: JACK RICKARD WRITER: JACK KENT